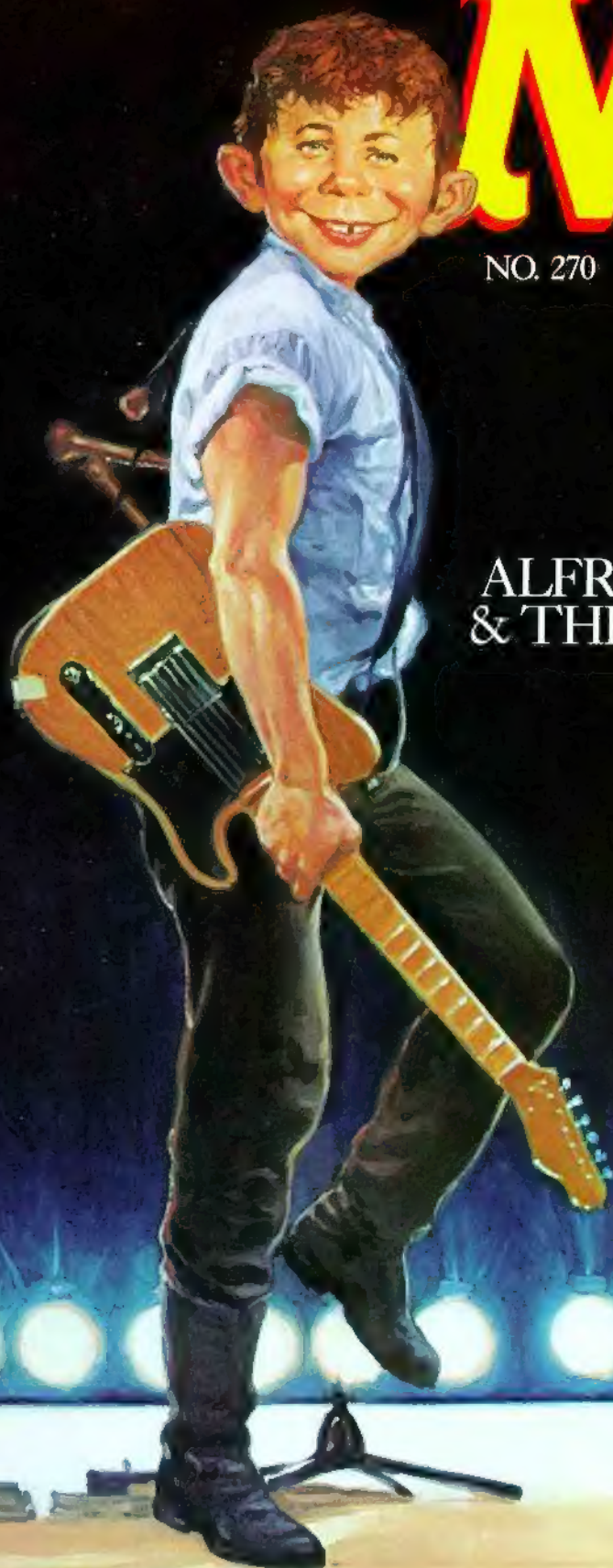


MAD

NO. 270 OUR PRICE: \$1.35 BOSS! APRIL 1987

ALFRED "E STREET" NEUMAN
& THE USUAL BAND OF IDIOTS
LIVE/1987



**THE COLOR
OF MONEY**

**JUMPIN'
JACK FLASH**

**PEGGY SUE
GOT MARRIED**

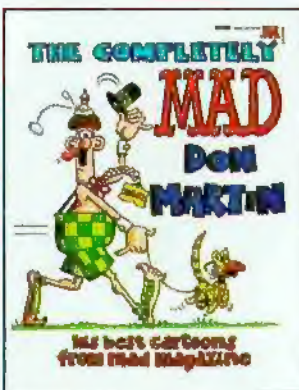
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MAD

"Why is it that things always look greener in the other guy's wallet?"
—Alfred E. Neuman

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CONTRIBUTING ARTISTS AND WRITERS the usual gang of idiots

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(A MAD MOVIE
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STEWED AND
MARRIED"
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**A MAD
LOOK AT
MOVING
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STRANGE"
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Pg. 40**



COVER ARTIST: RICHARD WILLIAMS

BACK COVER ARTIST: BOB CLARKE

BACK COVER WRITER: MIKE SNIDER

MAD (ISSN 0024-9219) is published monthly except February, May, August and November by E.C. Publications, Inc., 485 Madison Avenue, New York, N.Y. 10022. Second class postage paid at New York, N.Y. and at additional mailing offices. Subscription in U.S.A.: 8 issues \$10.75 or 24 issues \$26.75 or 40 issues \$42.75. Outside U.S.A.: 8 issues \$13.75 or 24 issues \$33.75 or 40 issues \$51.75. Entire contents copyright © 1987 by E.C. Publications, Inc. Allow 10 weeks for change of address to become effective, and include mailing label when making change of address or inquiring about your subscription. POSTMASTER: send address change to MAD, 485 Madison Avenue, New York, N.Y. 10022. The Publisher and Editors will not be responsible for unsolicited manuscripts, and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence. Printed in U.S.A.

WHEN IT RAINS... ...IT BORES!

The WET and WISDOM of **MAD**

#74



**WEATHER OR NOT YOU LIKE DRY
HUMOR, YOU'LL LOVE POURING
OVER THIS ABSORBING MAD
COLLECTION—SATURATED
WITH MANY OF YOUR FAVORITES!**

PRINTED OVER STORMS OF PROTEST!

GO TO YOUR LOCAL BOOKSTORE
AND GET *SOAKED* FOR YOUR COPY

TODAY!

LETTERS AND TOMATOES DEPT.



ALIENATED

I laughed so hard reading "Alienators" it gave me a STOMACHACHE... Uh-oh!

Bill Marchetti
Kingston, NY

Thanks for saving me a bundle! I hadn't seen "Ferris Bueller's Day Off," "The Karate Kid Part 2" or "Aliens." And now, thanks to your stupid satires, I don't want to!

Sam Stanke
West Salem, WI



DEVIL MAY CARE

Many have written you, telling you of the satanic overtones and all-around garbage and stupidity always exposed to the unaware, innocent sheep that might read your trash.

I am God's holy messenger, sent by the father to warn you not to publish another magazine of this nature. If you do not heed this warning you will be severely punished.

I fully realize this is asking an awful lot of you, but like I said, it is the order of God that commands you to stop this damnable deed. A fool and his life are soon parted. Amen!

Marion Sullivan
Brewerton, NY

Okey dokey!—Ed.

WE STAND CORRECTED

On your letters page in MAD #268 you printed a cartoon of Pres. Reagan on a tightrope. That cartoon ran in the *Durham Morning Herald* in August, 1983, a good SIX MONTHS before MAD #246 went to press. I know, because I DREW IT! So who's ripping off whom? Even under these circumstances, it's nice to have a drawing in the pages of MAD!

V. Cullum Rogers
Editorial Cartoonist
Durham Morning Herald

Ah ha! Just as we planned! You've fallen into our trap! We only claimed that we were ripped off so that you would come forward and receive your due recognition in a prestigious national publication such as ours. Now, truly, you will be remembered as one of the great cartoonists of our time. Congratulations!—Ed.



LATIN UP

The first time I saw a Latin word in MAD ("A MAD History of Communication," #224) I thought it was a fluke. But now I see THREE Latin phrases in the artwork of "Fearless Buller's Day Off" (MAD #268), and I'm suspicious. Are you guys more intelligent than you let on?!

Neil A. Sheaffer
Casaday School Latin Teacher
Oklahoma City, OK

Yes, we is.—Ed.

ALL KEYED UP

I enjoyed your "Typewri-Toons" in MAD #268 as much as the originals you published in 1962. I can't wait for the third installment in 2010!

Philip Carone
Staten Island, NY

You and the millions of other loyal "Typewri-Toon" fans will be glad to know that due to overwhelming response, we've pushed up the third installment of this incredibly beloved feature from 2010 to 2007!—Ed.



"Golden Girls" Rue McClanahan, Bea Arthur, Estelle Getty and Betty White take a gander at our tarnished spoof of their hit series in MAD #263!

INTERCONTINENTAL BALLISTIC MISSIVE

I was inspired by your "Garbage Pail Adults" in MAD #265. Here is a drawing of my own. Enjoy it!

Heiko Drengenberg
West Germany

GARBAGE PAIL ADULTS



RADIOACTIVE RON

THE JOCK'S ON US

In the "MAD Guide to Various High School Types" you said jocks were dumb. Well I'm a jock and I make A's and B's mostly. So, what I want to know is, what would you call me?

Jeff Flanagan
Westlake Village, CA

What would we call you? A foolish, boorish, blithering, inconsequential, idiotic, over-dressed, tall, drooling, vapid quailing! But nothing personal...—Ed.



MORON MAIL

Has it escaped your attention that Wisconsin is the Cheese Capital of the World?

Dan DiLoreto
Rochester, NY

Your letter deserves no response. Oops!—Ed.

Among the "Usual Gang of Idiots" I happen to like Dave Berg the best. His biting satire into our everyday lives is hysterical, yet it is provocative because it makes one think and reflect on life.

Scott Swanson
Naperville, IL

Good choice! Dave is our top idiot!—Ed.




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SPY VS. SPY BOARD GAME OF
THEIR VERY OWN!



First  and  are after the same .

 blocks off 's tunnel. Then  foils .

Unexpectedly,  double-crosses  and .

 finally grabs the  ...and .

You'll have a blast with this game of attack and counterattack, smuggled directly from the pages of MAD Magazine. Waiting to be detonated at a store near you! It's an offer you can't defuse!

HOKEYWOOD

NEW STUNT MAN IN TOWN.

I'm Kathleen Turnon. Lots of critics have said that my new movie, "Peggy Stewed," is just like "Back to the Future"! But really, it's different! "Back to the Future" was about a guy! "Peggy Stewed" is about a girl!

I'm Appalled Neuman! In my new movie, "The Color of Monotony," I take the corn I usually pop and sell (along with my delicious salad dressing) and put it on the screen, cleverly disguised as big-time entertainment!

I'm Tom Crude! When I heard that in "The Color of Monotony" I'd be playing a Pool Shark, I almost turned down the part! I thought it was a dumb sequel to "Jaws." Then I found out it was a dumb sequel to "The Hustler," so I jumped at the part!



THREE MONTHS INTO THE SCRIPT THEY TELL ME...

HOW WAS I TO KNOW?

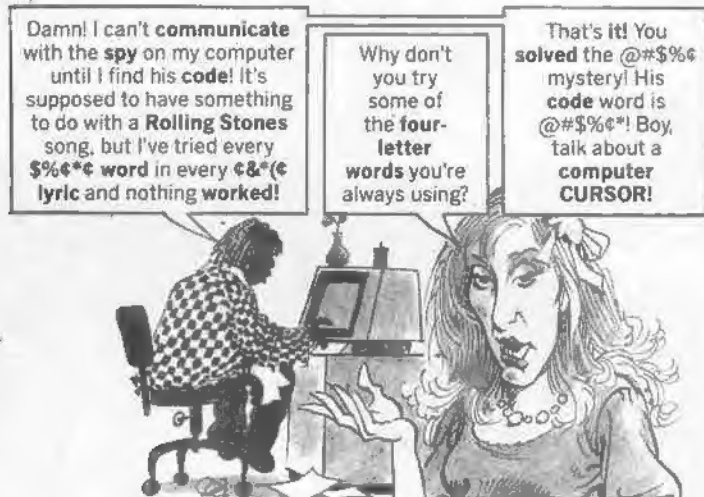
WHOOPI GOLDBRICK IS NOT A JEWISH GIRL FROM LONG ISLAND!

I'm Whoopi Goldbrick! In my new movie, "Jumbled Joke Flash," I almost get as many laughs as I did in "The Color Purple"! In this film I play a loud-mouthed computer programmer whose bark is worse than her byte! The film is rated "R," because of my #\$\$&%% RAUNCHY language!

I FEEL LIKE A PUTZ!

ARTIST: MORT DRUCKER

JUMBLED JOKE FLASH



WRITER: DICK DEBARTOLO



I tell you I was on the \$\$\$% dock with a \$#@ whose number I got off a %\$\$% frying pan when he got @#%\$%\$% wasted!

I've heard of getting phone numbers off phone booth walls and bathroom walls! But a frying pan?! Now that's kinky! And watch your language lady, there are men present!

What kind of police force is this? A man is shot and thrown in the Hudson River and I get arrested while no one examines the body?

Yecch! Who wants to touch anything dragged out of the Hudson?!!

I'm with the Spunky Corporation. I'm the technical expert assigned to fix your computer terminal.

With a baseball bat?!

That's for openers. If the bat doesn't work, I have a grenade in my toolbox!



Hey, Joke, some guy posing as a repairman just tried to wreck my terminal!

That's spy biz! Listen, I have another favor. I want you to attend the Queen's Ball. Do you have a tuxedo?

No, but I have an evening gown!

An evening gown?!? Yipes! Are you a woman or is my life in the hands of some flaky transvestite?!?



She looks like a girl dressed like Diana Ross!

She looks more like a guy, dressed like a girl, dressed like Diana Ross!

Let's let her in before a girl dressed like Julio Iglesias shows up and they start singing a duet!



This episode of "Benny Hill" is a scream! He's always hilarious when he dresses in drag!

Yeah, but let's try to adjust the color on the set! It's way off!

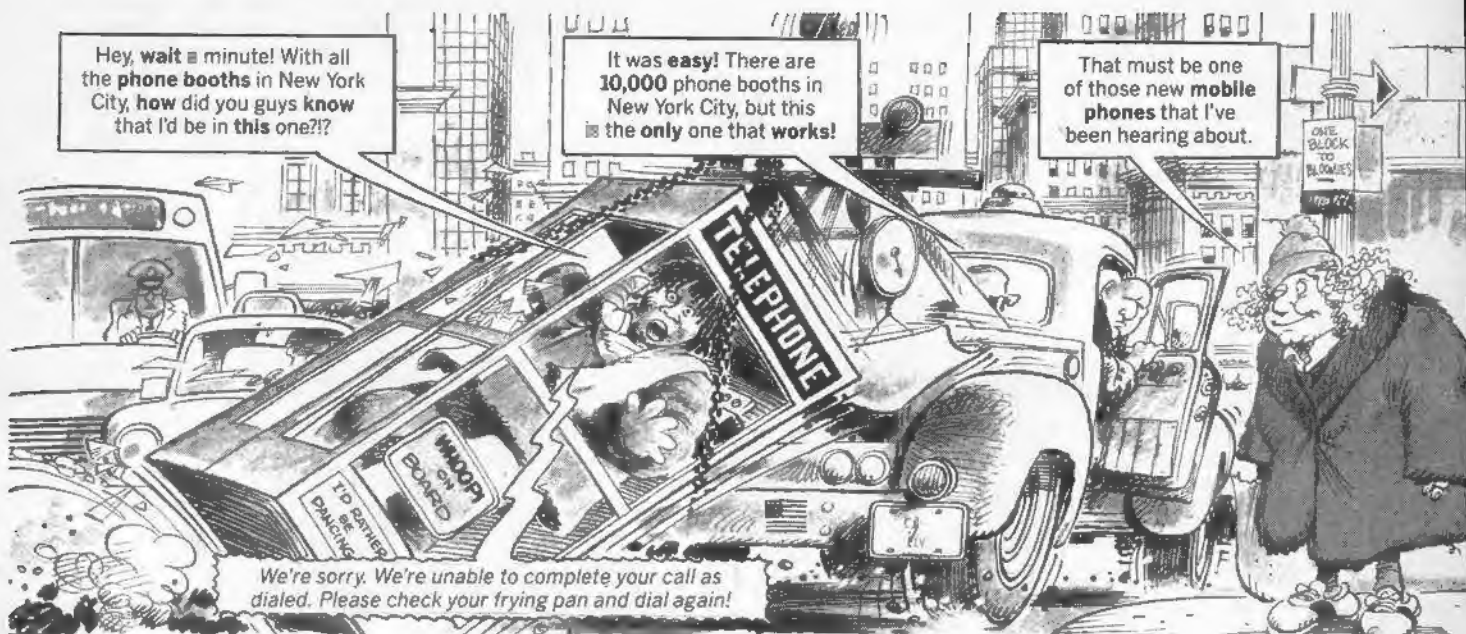
Oops! My dress is caught in the #!@\$ British Consulate's paper shredder!

COMPUTER ROOM



Someone must know I'm in touch with Joke and they came here looking for the code key! Damn! The sadistic son-of-a-\$\$\$% straightened up my apartment!





Hey, wait a minute! With all the **phone booths** in New York City, how did you guys know that I'd be in **this one**!?

It was **easy**! There are **10,000** phone booths in New York City, but this is the **only one** that works!

That must be one of those new **mobile phones** that I've been hearing about.

We're sorry. We're unable to complete your call as dialed. Please check your frying pan and dial again!



Hi, I'm **Lady Sara Lee**, Joke's lover from the past! I have **important** information for you about **Joke**! He likes to **rub-down** before **love-making** and a **cigar** after. Wear **socks** if you have **cold feet** and for **breakfast** he...

What is all this? All I needed was his **exit contact**!

Oh, that! **Everybody** knows that! "Meet **Murdock** Monday at **Midnight**!" I was trying to give you **useful information**!



Your friend **Joke** is in **big trouble**! The "**Meet Murdock at Midnight**" message is a **trap**! So **ha-ha** on you!

I sent "**Get Together Tuesday at Two**" so **Joke** is **safe**! **Ha-ha-ha** on you! You **%%**!

If you think I'm afraid of you sons-of-**@@\$&*\$%**, you're **crazy**!

These **power tools** are too good for her! Let's do something **really painful** and wash her mouth out with **soap**!

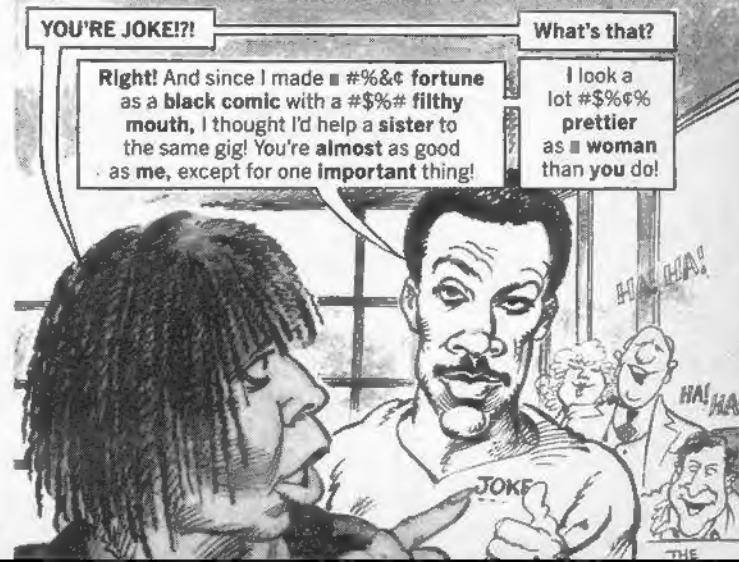


Sorry I couldn't be more **open** about **helping** you, **Cherry**, but I had to keep my **C.I.A.** status **under wraps**!

Smartie, there isn't a person in this **office**, or in the **world**, who didn't **know** you were with the **government**!

What gave me away?

We **knew** you were with the **government** the minute you went to the store to buy **paper clips** and you took **\$2,000** from **petty cash**!



YOU'RE JOKE!!

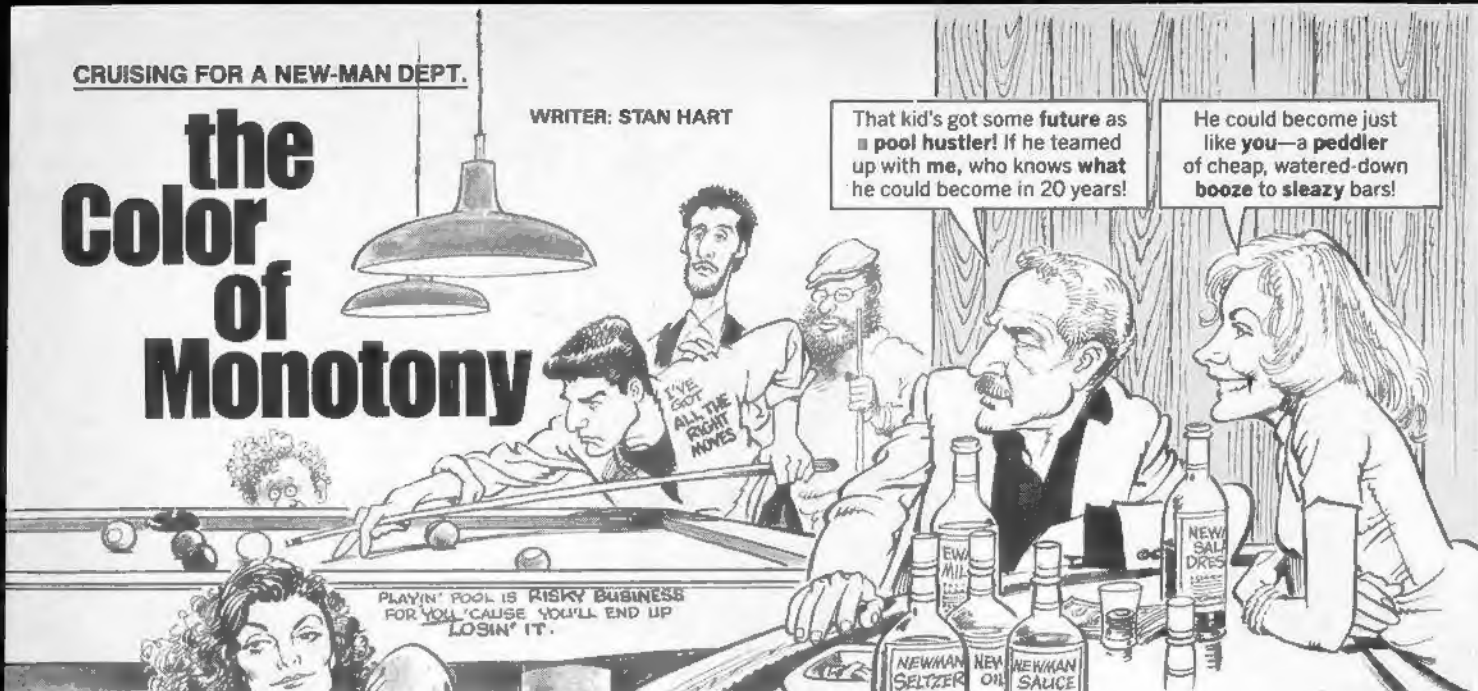
Right! And since I made a **%%&¢** fortune as a **black comic** with a **\$\$%#** filthy mouth, I thought I'd help a sister to the same gig! You're **almost** as good as me, except for one **important** thing!

What's that?

I look a lot **\$\$%&¢** prettier as a **woman** than you do!

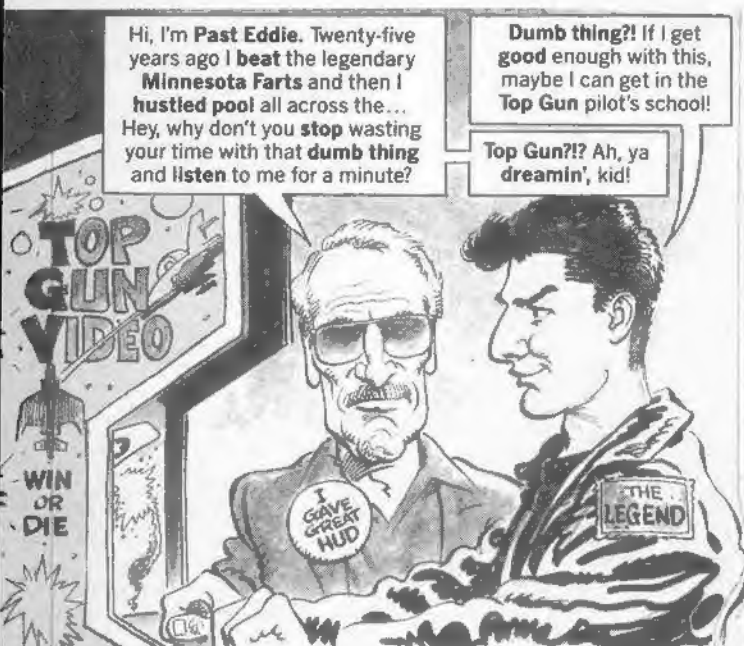
WRITER: STAN HART

the Color of Monotony



That kid's got some future as a pool hustler! If he teamed up with me, who knows what he could become in 20 years!

He could become just like you—a peddler of cheap, watered-down booze to sleazy bars!



Hi, I'm Past Eddie. Twenty-five years ago I beat the legendary Minnesota Farts and then I hustled pool all across the... Hey, why don't you stop wasting your time with that dumb thing and listen to me for a minute?

Dumb thing?! If I get good enough with this, maybe I can get in the Top Gun pilot's school!

Top Gun?!? Ah, ya dreamin', kid!



To get to the top, you have to be a student of people. For instance, you've got to know body language and watch for little signs that others might miss. Like your girlfriend here. Her body language would tell an expert she's got the hots for you.

How about something a little less obvious?

Okay, just by seeing the drool on my lips, an expert could tell that I've got the hots for her!



I might be old, but I still have it in the sack!

Oh, I don't know.

You kidding? When we made love, the earth moved, which is a bit more than I can say for you!



A chance to travel and see things.

Really? Like what?

Like the inside of every filthy pool hall from coast to coast!

Touring these filthy pool halls isn't so bad!
In just three weeks I've managed to cheat
people of every race and creed! Just
call me an Equal Opportunity Hustler!

HOCKEY
SCHTICK

CUE
SCHTICK

WOULD
YOU REALLY
TAKE MY
MICKEY
MANTLE?

You're
going to
Atlantic
City
without me.

Why
there?

Two reasons: one, there's a big
pool tournament he could enter;
and two, if he doesn't win the
tournament, he's pretty enough
to win the "Miss America" title!

Now that I've ditched the kid and broad,
I've got to get back in playing shape!
Then again, how much of an athlete do you
have to be to play pool? Actually the only
thing that I need now that I don't have is...

...Decent
eyesight!

THE
INSIDERS
→
THE
OUTSIDERS
←



How
is this?

Great! I can see perfectly!
But don't they make these
frames a little smaller?

I'm going to show you
that I'm still the best!

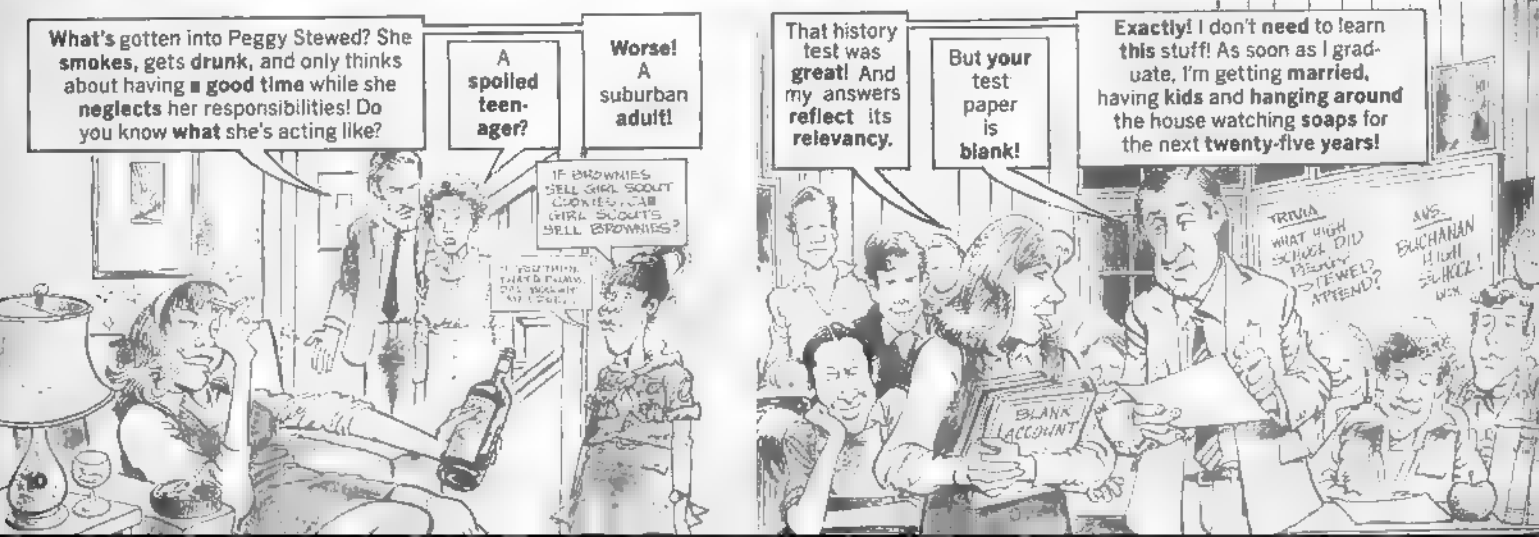
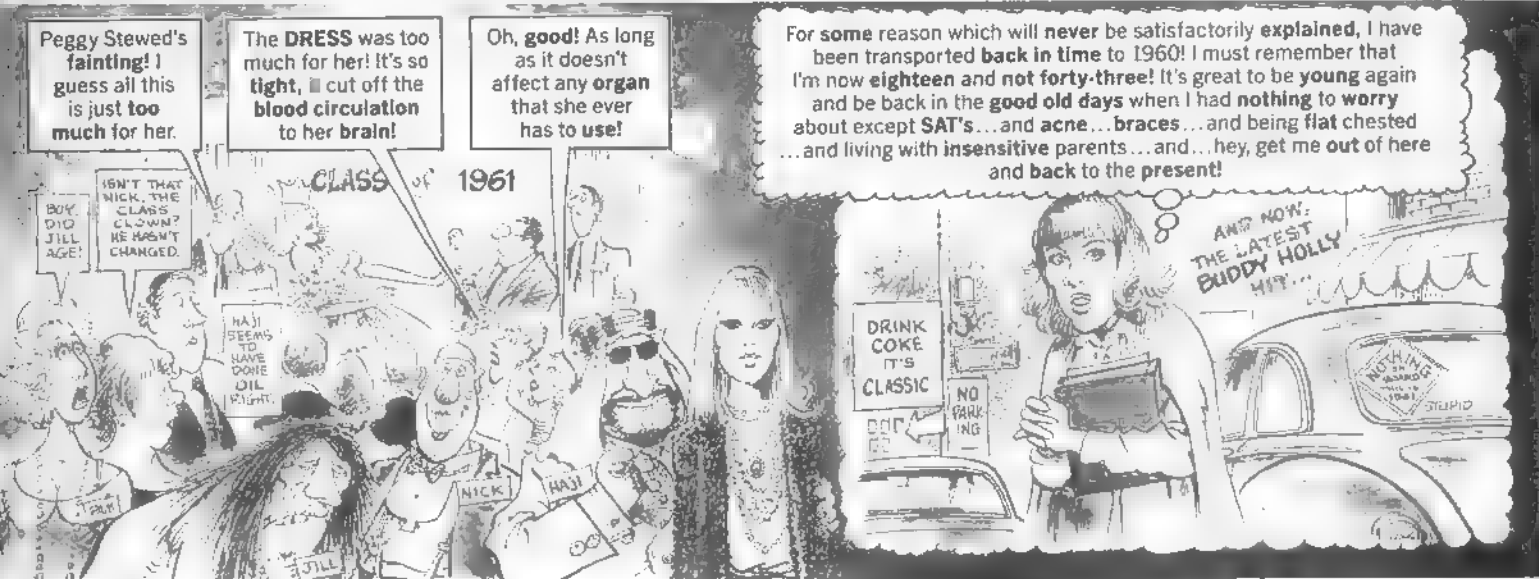
But I'm young and strong!
You're old and wrinkled!

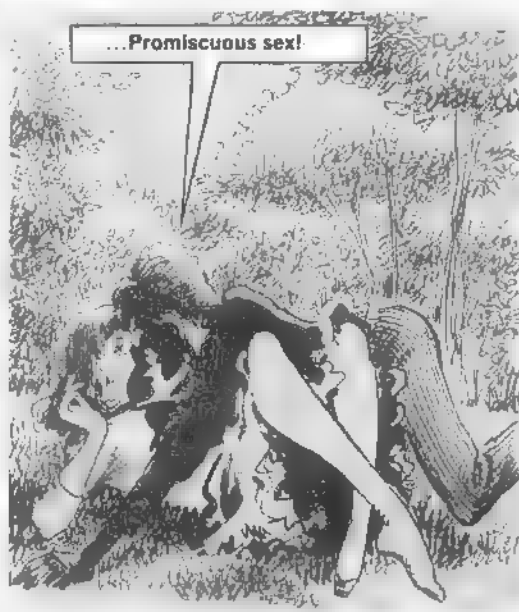
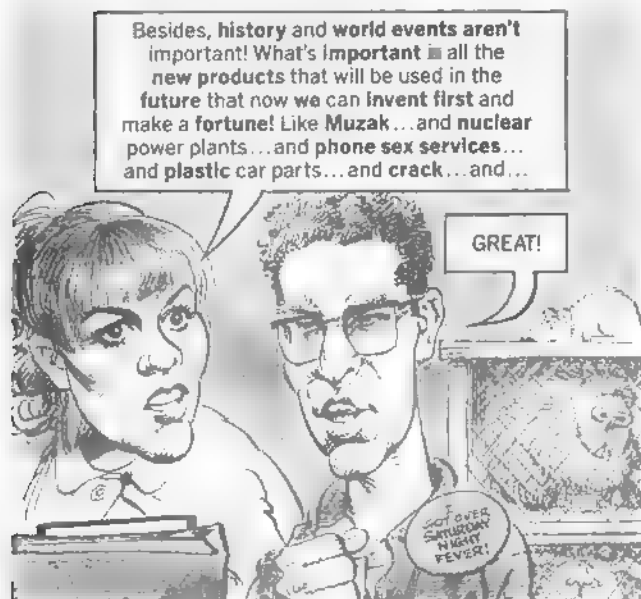
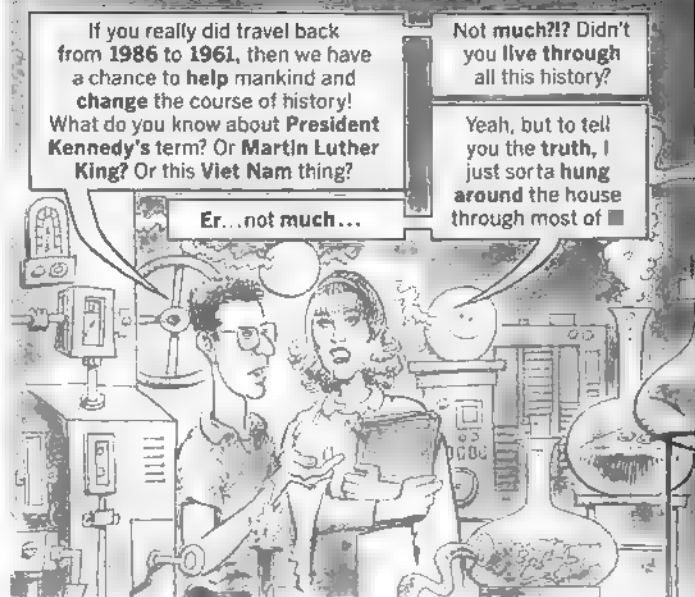
Hey kid, wake
up! "Old and
wrinkled" is
the newest
thing! Look...

Even Ol' "Minnesota
Farts" is doin' great!

PEGGY Got STEWED And Married

WRITER: STAN HART





Peggy Stewed,
I want
to marry
you and
change
your name
■ mine.

Won't having
two people
named Churrie
around the
house be
confusing?

Sure,
but I'm
willing
to
sacrifice!

It can't work. You'll
be unfaithful to me
and have affairs
with one woman
after another!
We'll be miserable!

Speak
for
yourself!
That
sounds
great
to me!



Grandma, Grandpa, I've
travelled back in time!
I'm really a grown
woman with two teenage
children of my own!
Do you believe that?

We
do if
you
say
so.

That's
what
I
call
"love"!

The
doctor
calls
it
"seni-
lity"!



Peggy Stewed,
we're
sending you
back to the
1980's!

It's
not
going
to work!

How
do
you
know?

Trust
me!



Okay, Churrie, I
accept your mar-
riage proposal
despite ■ the
pain the future
holds for us.

Great!
We'll be a
typical
married
couple!

But we'll only be
happy for ■ short
time and then we'll
be involved in ■
bitter divorce.

What
could
be more
typical
than
that?

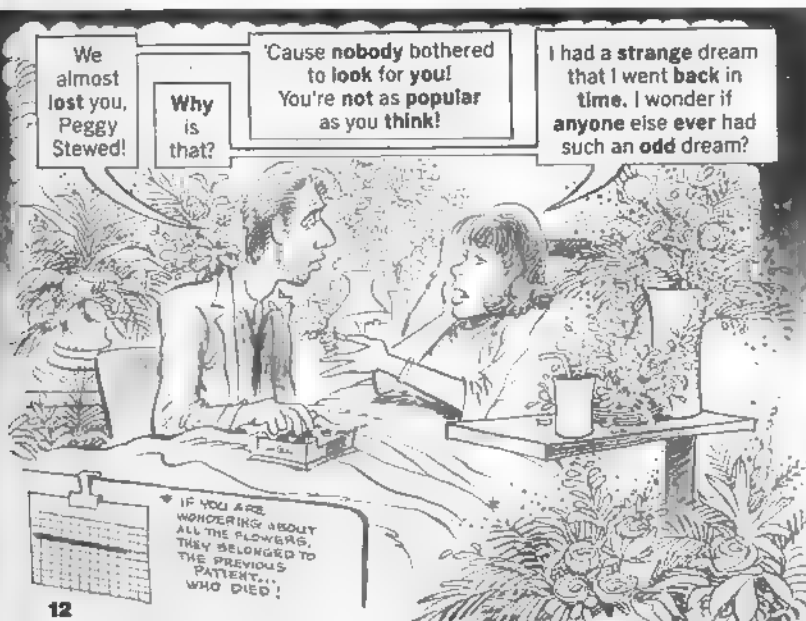


We
almost
lost you,
Peggy
Stewed!

Why
is
that?

'Cause nobody bothered
to look for you!
You're not as popular
as you think!

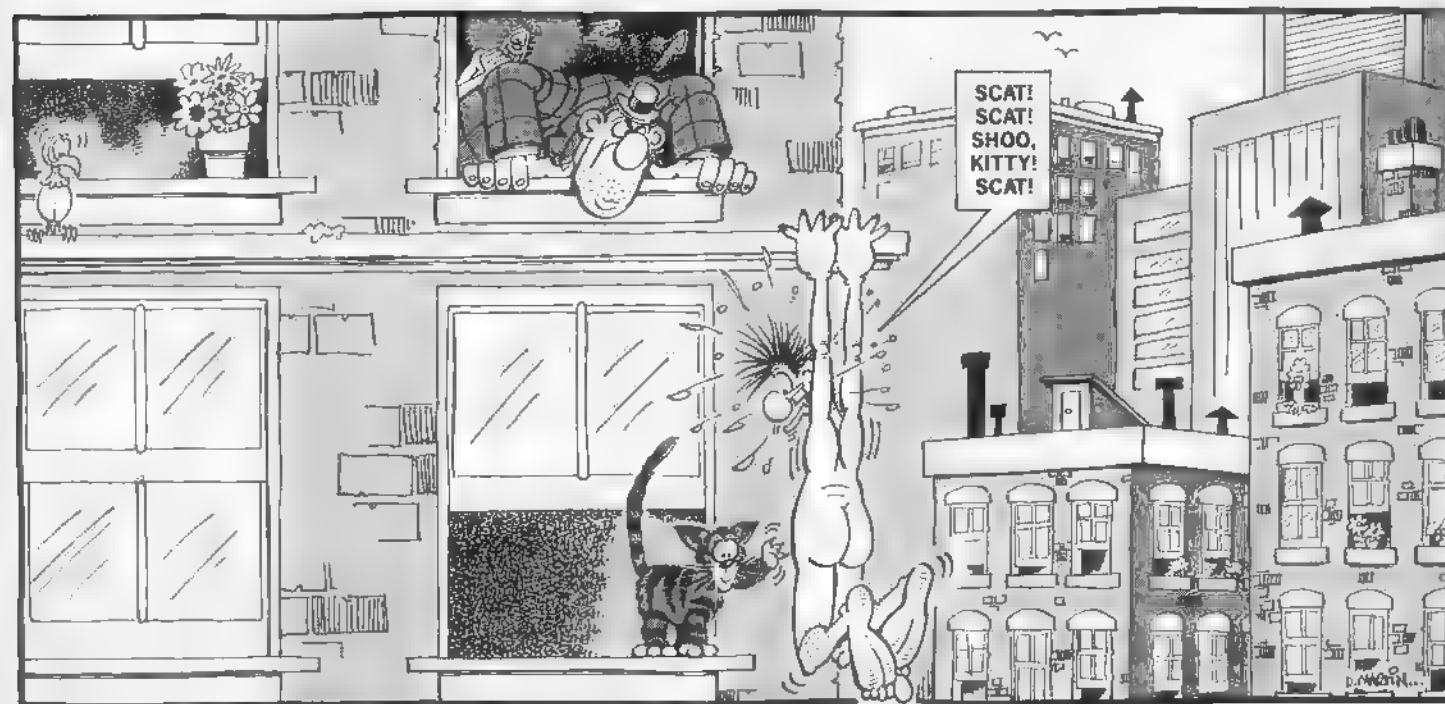
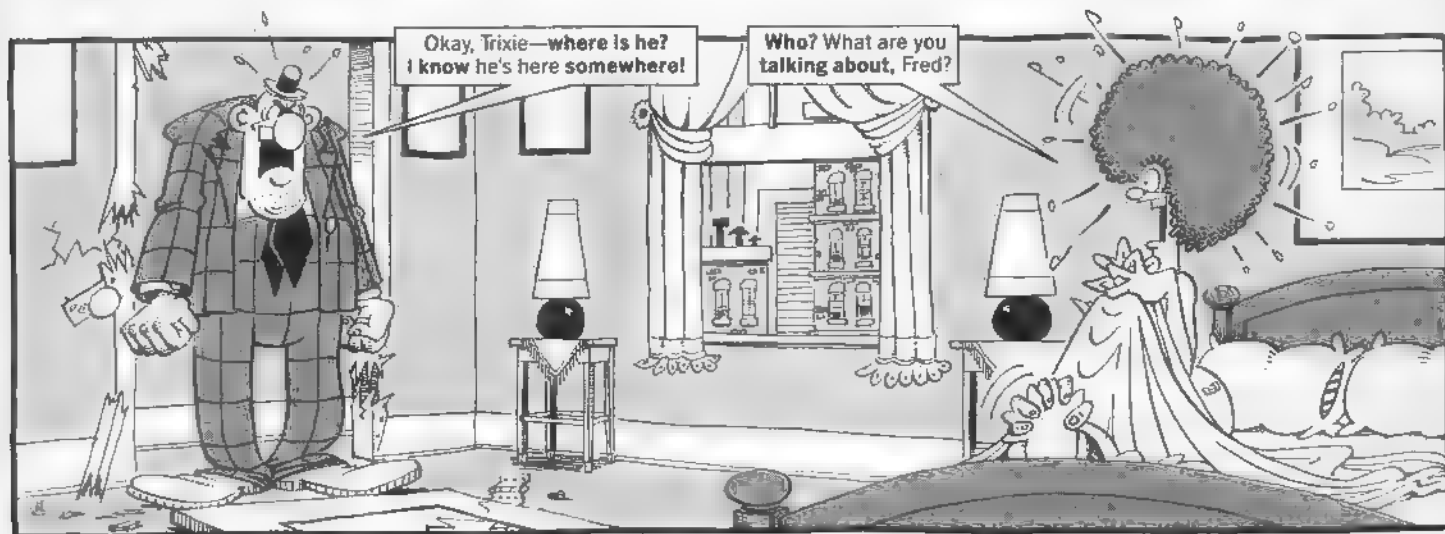
I had a strange dream
that I went back in
time. I wonder if
anyone else ever had
such an odd dream?



ARE YOU KIDDING???



ONE FINE MORNING ON EAST 69th STREET



Are Rock Concerts really as wild as people say? Are the accounts of crowds, rioting and drug busts really true? Is this introduction really necessary? For the answer, just fill in the numbered blanks from the corresponding numbered lists, and you'll have...

MAD'S ALL-INCLUSIVE DO-IT-YOURSELF ROCK CONCERT NEWSPAPER STORY



Thousands of _____¹_____²_____ packed
_____³_____ last night to see _____⁴_____ in concert.
Many fans _____⁵_____ for more than ten hours while waiting
to _____⁶_____ for a ticket.

Despite _____⁷_____ _____¹⁰_____ _____¹¹_____
_____⁸_____ and the occa- the promoters of the event
sional _____⁹_____ of called it _____¹²_____.

1

screaming
ripped-off
born-again
Bloom County
suicidal
toxic
whacked-out
slightly used
pregnant
molting
frigid
calcium deficient

5

stood in line
counted their toes
shouted pygmy oaths
chanted "DEE-fense!"
aged prematurely
licked Snickers wrappers
donned wet-suits
polished their nose-rings
wept openly
broke wind
swapped zip codes
fondled their ear lobes

9


arrest
flogging
hearing loss
death screams
melt-down
spraying
flossing
glassy-eyed stares
pre-soaking
poor penalty-killing
factory recall
painless removal



2

rock fans
 teenagers
 marmot breeders
 Sandinistas
 Bob Uecker look-alikes
 boat people
 amnesiacs
Trivial Pursuit players
 owl worshippers
 bed-wetters
 DeLorean dealers
 soothsayers

3

the City Auditorium
 the Kingdome
 Bernie's Car Wash
 St. Patrick's Cathedral
 the Oval Office
 Buddy Hackett's hot tub
 the Australian outback
 a new Honda Civic
 Ted and Rita's family room
 the  Mart linens section
 Lake Huron
 the Exit 17 offramp

4

the Jacksons
 Van Halen
 Boy George
 the Little Rascals
 Kate and Allie
 Botswana wife-swappers
 the Dallas Mavericks
 Mr. T's caterer
 the Miss Bulgaria finalists
 the last Civil War veteran
 Casper Weinberger
 a KGB double agent

6

pay \$30
 sell their sisters
 grovel shamelessly
 lose their virginity
 renounce Satan
 give up breathing
 sacrifice a beagle
 betray their scoutmaster
 sell their vital organs
 give up their citizenship
 pawn their phony Omegas
 change their sex

7

a few outbreaks of
 the usual
 some harmless
 post-Olympic
 sloppy attempts at
 authentic Haitian
 precision-drill
 the romantic lure of
 the Reagan Cabinet's
 some very creative
 the lethal effects of
 the distinctive odor of

8

rioting
 terrorism
 drunkenness
 car-stripping
 pillaging
 nude break-dancing
 possum worship
 Karl Malden impersonations
 silicone rejection
 out-of-body retching
 estate planning
 parakeet training

10

unruly
 off-duty
 stoned
 pre-Columbian
 singles-bar
 fur-bearing
 Lucasfilm
 Libyan-backed
 reincarnated
 moss-covered
 cutesy-pie
 splattered

11

punks
 drug dealers
 Sagittarians
 nerds
 welfare cheats
 Unitarians
 surfers
 mercenaries
 Cornhuskers
 skycaps
 Munchkins
 centerfolds



12

"an unqualified success."
 "a victory for good taste."
 "more fun than Pearl Harbor."
 "a vindication of greed."
 "proof of God's love."
 "an incredible waste of time."
 "as significant as Flag Day."
 "a triumph for Jerry Falwell."
 "a glorification of self-abuse."
 "as memorable as 'Lottery.'"
 "a festival for degenerates."
 "an answer to Communism."

TELEVISION



BERG'S-EYE VIEW DEPT.

THE LIGHTS

FIRST IMPRESSIONS



AGING



R SIDE OF...

ARTIST & WRITER:
DAVE BERG

HABITS



PHYSICAL FITNESS

There he goes, "Mr. Exercise Trend"! First it was **jogging**, then it was **biking**, and now it's back to **jogging** again!

No, it's still **biking**...

...but I forgot! I left my **bike** in front of the health food store and I have to run back to get it!



FASHION

That dress is **you**! Your parents will love it on **you**!

I'll take it home and show it to them! If they do love it...

...can I return it?



TRAVEL

Hey, Chuck, how was your trip to Paris?

Okay, I guess! One thing I noticed was that the French treated the English tourists very shabbily!

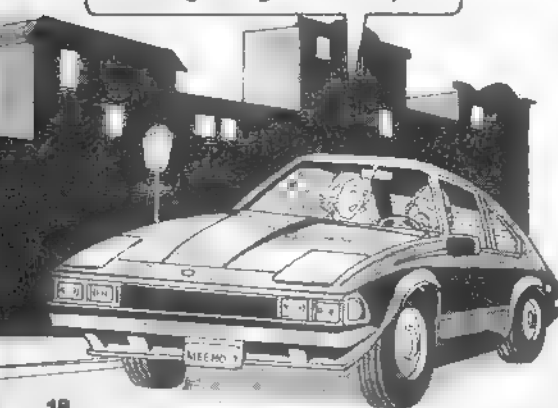


SEDUCTION

Let me give you a **warning**, Mitch—don't try to get me to your apartment with those **corny** excuses about watching some great video tapes!

I wouldn't do that! I don't even have a **video** tape unit!

Then what **do** you have? Can I come over and hear some great **albums**?



GOSSIP

I heard that you have all the inside stuff about what's going on with Bernie and Denise! So, tell me already!

Can you keep ■ secret?

Absolutely!

So can I!



THE ECONOMY

They probably mistook them for Americans!

You're constantly in debt, Maria! When I was your age, I never had such financial troubles!

Of course you didn't, Mother...

When you were my age they didn't have credit cards!



PERMISSION

Due to the mature subject matter depicted in the following film, parental discretion ■ advised!

Mom, can I please watch this movie?



ETHICS

Look at you! As soon as the **weekend** comes, you're up at the crack of **dawn** so you can go out and play your **tennis**!

Do you know many **religions** consider it a **sin** to play on the **Sabbath**?

So do I...

The way I've been playing lately, it's a **sin** whatever day it is!



HOMEWORK

I think I'm finally ready to start work! I've got my **math book**, my **history book**, my **science book**, my **notebook**...

Hold it! I forgot the **most important book** of all!

My **TV Guide**!

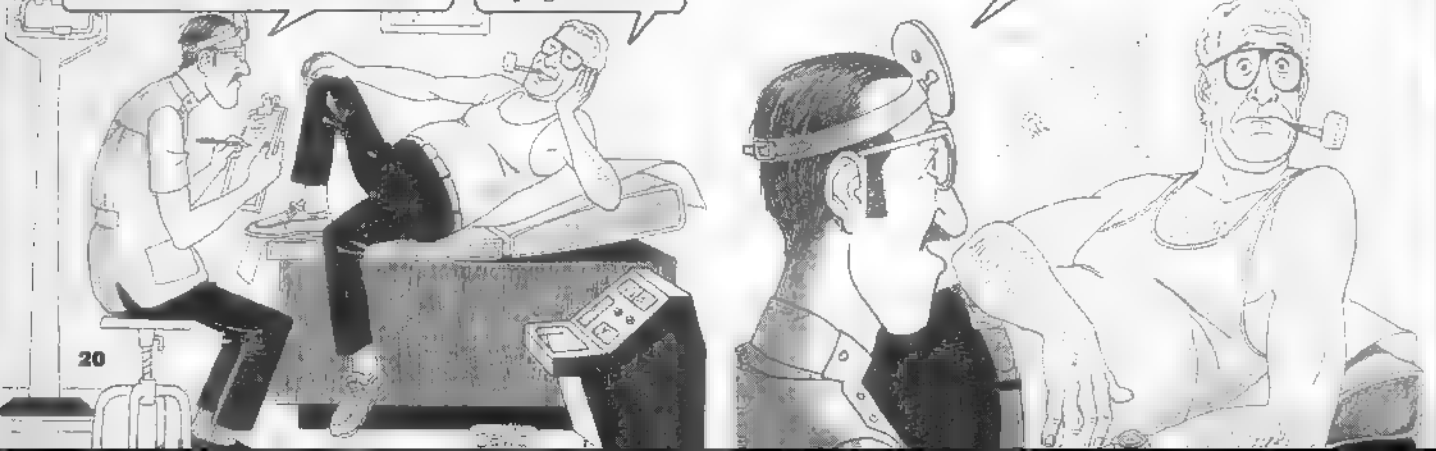


DOCTORS

This new **treatment** I'm starting you on is going to cost you **\$500 initially** and then **\$300 a month** for a year!

Yipes! That sounds like the **terms** for buying a new **boat**!

How did you know that's what I'm doing?



A few issues back, MAD examined the issue of whether rock albums should bear special warning labels if they contain references to drugs, violence, obscenity, etc. We felt that it was a vital debate on a vital topic. We also felt that the article served a vital role in bringing this vital issue out into the open. And others agreed! Everytime we showed someone the article they kicked us in the vitals! But we here at MAD never flinch, so now we present with pride...

MORE BADLY-NEEDED WARNING LABELS FOR ROCK ALBUMS

WRITER: DESMOND DEVLIN

WARNING:
If you don't buy
this album, Sean
Penn may kick
your butt.



PRINCE AND THE R



CAUTION: One of the songs
on this album is about sex.

EVOLUTION / PARADE

CAUTION: One of the songs
on this album is not about sex.

BEWARE: Attempts to understand this
group's name may cause cerebral collapse.



ATTENTION: This may be your last chance to enjoy these artists before marriage turns all of them into wimps.



 ★ If you dig their rap, then man that's cool,
 ★ But when it comes to buying albums, don't be no fool!
 ★ It may have a beat and go real fast
 ★ But this album is just another clone of their last!



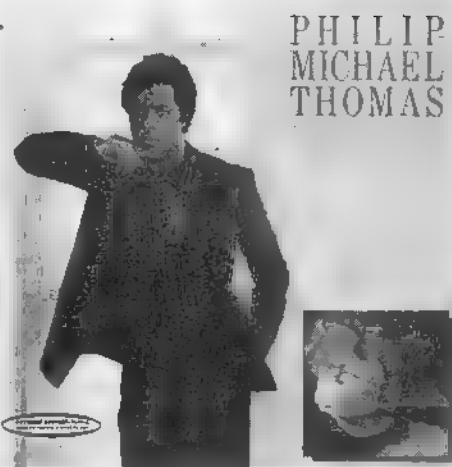
WARNING
 These men sing
 even worse than
 they wrestle!



CONSUMER TIP: For those fans befuddled by Ms. Lauper's thick accent, an English/Brooklyn—Brooklyn/English Translation Kit can be purchased separately at the cash register.



CAUTION
1940 tunes like "That's Life" may not be your idea of Heavy Duty Rock.



EXTREME DANGER: Fleeting celebrity cashing in while he can.



WARNING
This album guaranteed to contain no harmony, no hits and absolutely no chest hair whatsoever.



BEWARE: Once popular group hanging on for those nostalgia bucks.

FICKLE SINGLE OF FATE DEPT.

A MAD LOOK AT... People Even Lonelier Than

ARTIST: PAUL COKER



THE DIRECTOR OF THE
LEBANESE TOURIST BUREAU



AN 800# OPERATOR FOR
PHILIP-MICHAEL THOMAS'
GREATEST HITS



A FACT CHECKER AT
THE NATIONAL ENQUIRER



AN USHER AT
A "G" RATED MOVIE



A PLANNED PARENTHOOD
COUNSELOR IN VATICAN CITY



A VIDEO DISC SALESMAN



The MAYTAG REPAIRMAN

WRITER: MIKE SNIDER



A CHEVY DEALER IN TOKYO



MARVIN HAGLER'S
HAIR STYLIST



THE 3RD BASE COACH FOR
THE SEATTLE MARINERS



THE CULTURE REPORTER
FOR THE BAYONNE
DAILY NEWS



PRESIDENT OF THE SYLVESTER
STALLONE FAN CLUB (MOSCOW CHAPTER)



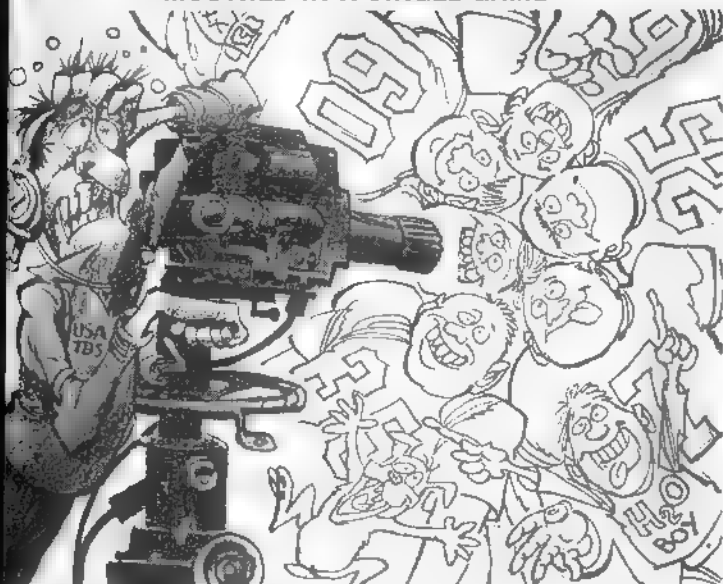
THE VEGETABLE SALESMAN
AT CHERNOBYL

Sure, we all know about batting averages, yards rushing, points scored and other useful sports records and stats. But what about those really trivial bits of data that TV has created by giving fans a close-up view of every single thing that happens both on and

MAD'S RECORD BOOK FOR

ARTIST: JACK DAVIS

MOST "HI MOMS!" SILENTLY MOUTHED IN A SINGLE GAME



429, by the Green Bay Packers, 10/5/81. This feat was made possible when all cameras except the one trained on the sidelines went dead, enabling the team to mug without interruption through the entire second half.

MOST ON-CAMERA SPITS DURING A SINGLE AT BAT



94, by Reggie Jackson, California Angels, July 18, 1985. The feat required Jackson's salivary glands to produce a phenomenal three pints of spit in under five minutes.

MOST TV SHOTS IN ONE SEASON OF A BASEBALL MANAGER DOING NOTHING



1,643, all involving Yogi Berra, New York Yankees, 1984. The total includes 509 views of Yogi seated with his arms folded, 398 walking to the water cooler and 736 walking back to his seat after getting a drink at the water cooler.

LONGEST TV EXPLANATION OF A SELF-EXPLANATORY SPORTS EVENT



Nine minutes, 43 seconds, by announcer Chris Schenkel in analyzing why bowler Nelson Furbish failed to knock down any pins after the ball slipped out of his hand and sailed into the spectator's gallery behind him.



off the playing field? There's a wealth of interesting but insignificant facts brought into our homes every time we turn on and watch a sports broadcast, and since none of us had anything better to do with our time, we decided to sit down and collect a few, in...

TELEVISED SPORTS—VOL. I

WRITER: TOM KOCH

MOST TELEVISED PRACTICE BOUNCES BEFORE ATTEMPTING A FREE THROW



61, by Sherman "Sky Hook" Nimbus, Boise Boys, 12/15/81. The total does not include 83 additional bounces not seen on television when the station cut away for a commercial break while waiting for Nimbus to shoot. (Note: he missed.)

MOST GRAMMATICAL ERRORS MADE BY AN ATHLETE IN ONE PRE-GAME INTERVIEW



Seven, by Digby "The Dim" Zufk, Alaska Normal, 1986. When asked a question by Bob Costas, Zufk responded by saying, "I ain't done got no drug problem what I don't got under control anywise."

MOST BEDSHEET SIGNS PRAISING NETWORK BROADCASTERS SHOWN IN A SINGLE GAME



49, on Monday Night Football, Oct. 12, 1974. This was also the same game in which Frank Gifford, Howard Cosell and Don Meredith all neglected to tell the audience which team won.

TOTAL TV TIME WASTED SHOWING OFF THE ANTICS OF A TEAM MASCOT, ONE SEASON



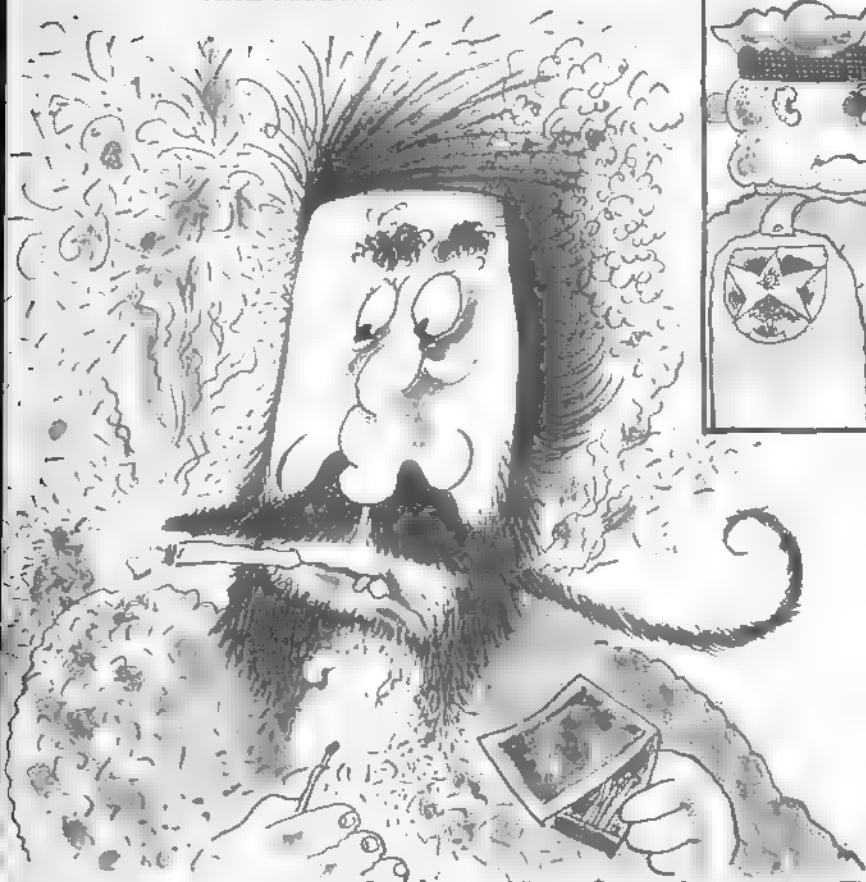
34 hours, 26 minutes, 19 seconds, set by the San Diego Chicken, 1979. Philly Phan claims nine minutes more, but that figure includes TV coverage of rescue efforts to get him out of his costume when his zipper stuck in 1984. 27

PAINS IN THE ASH DEPT.

Sure, you already know about lung cancer, emphysema and heart disease, but what about the...

OTHER DANGERS OF

THE INVOLUNTARY BEARD AND MUSTACHE SINGE



THE HIDDEN CIGARETTE INTERNAL COMBUSTION



THE PIPE-IN-POCKET BURN-OUT



THE SPRINKLER SYSTEM SET-OFF SOAK



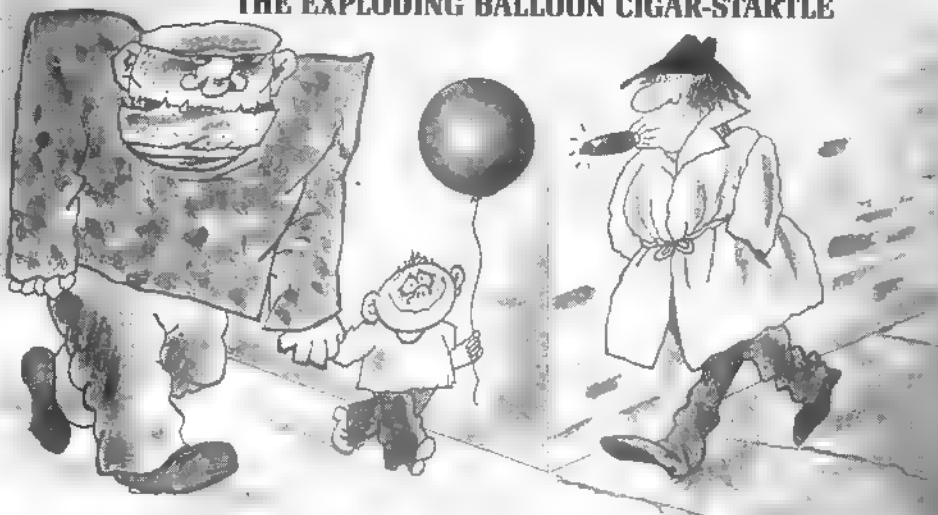
SMOKING

SURGEON GENERAL'S WARNING:
Smoking This Article May Be
Hazardous to Your Health

THE FILTER TIP LIGHT-UP FLASH



THE EXPLODING BALLOON CIGAR-STARTLE



THE STUCK BUTT LIP-STRETCH

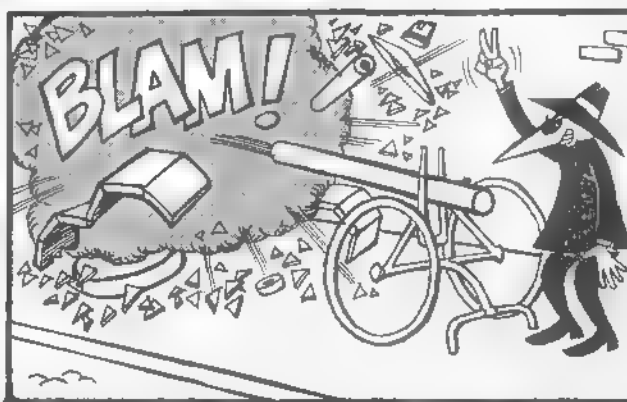
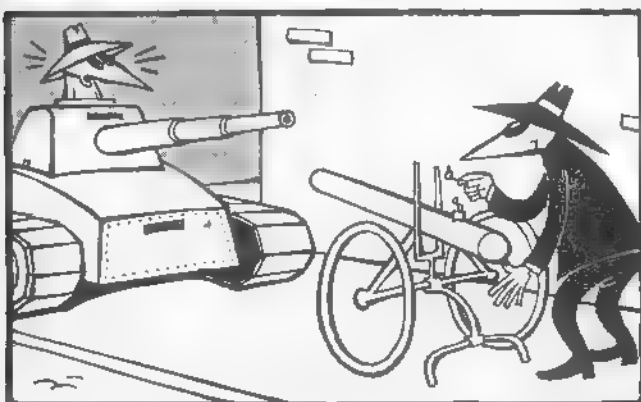
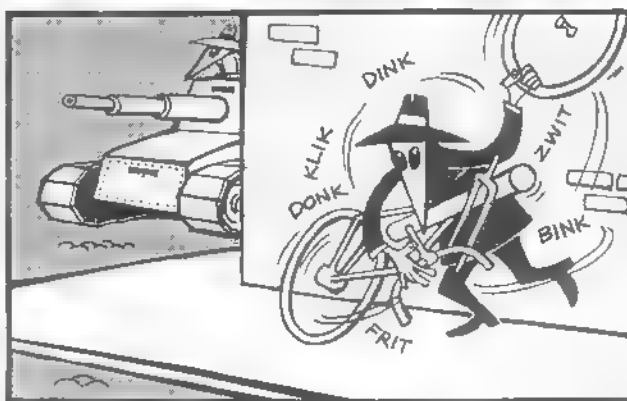
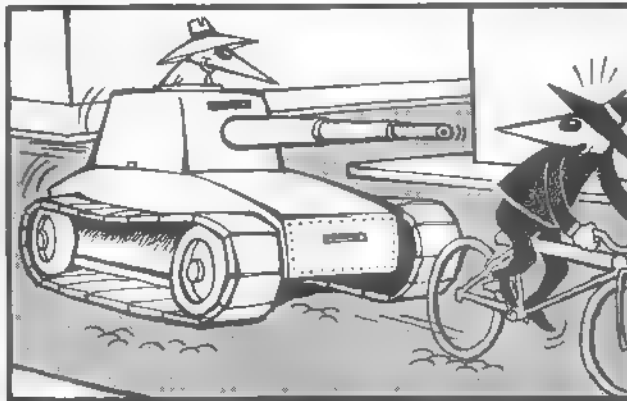
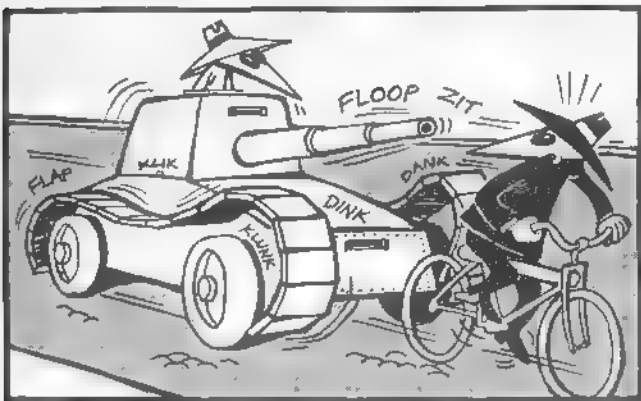
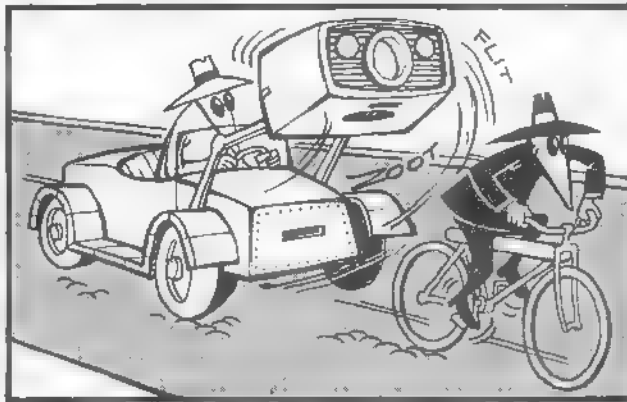
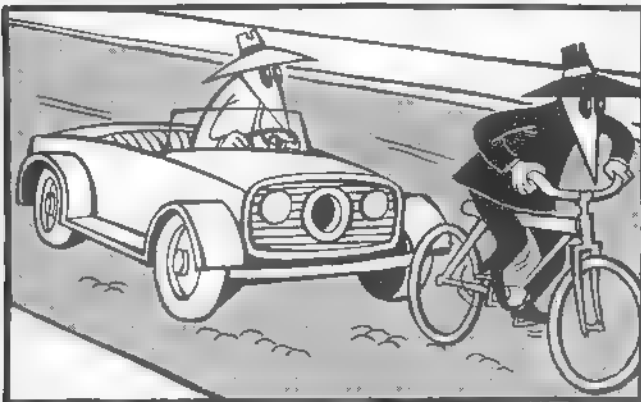


ARTIST AND WRITER: PAUL PETER PORGES

THE DROPPED ASHES FLAME-UP

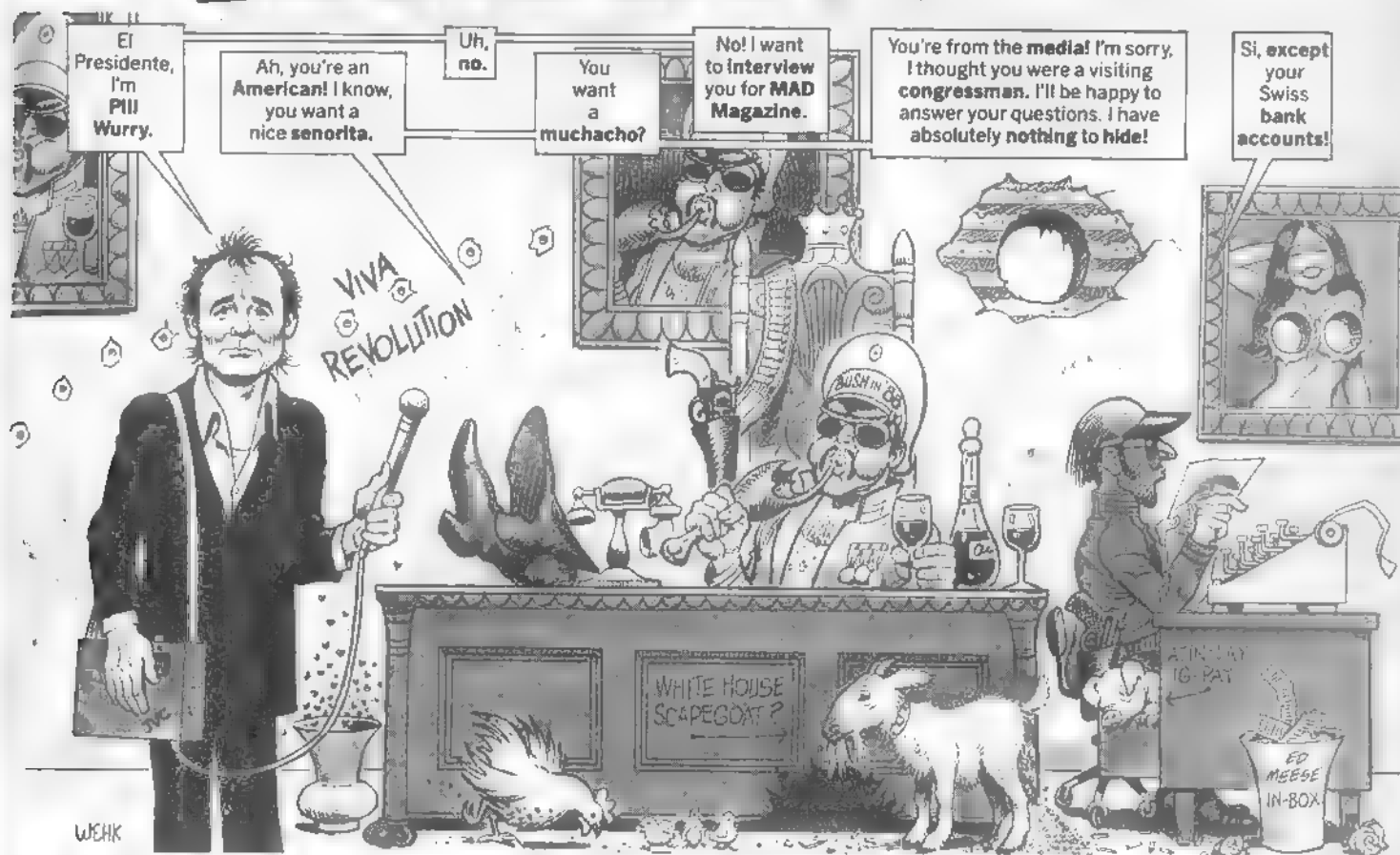


PORGES



Many Americans are deeply concerned over our ever-increasing involvement in Central America. An even greater number are concerned with who's the father of whose baby on Dynasty! Reading this article ain't gonna shed light on either of these problems, but join us anyhow as we interview Generalissimo Toro Manuro, of the Republic of El San Banana, who has been selected as Mad's

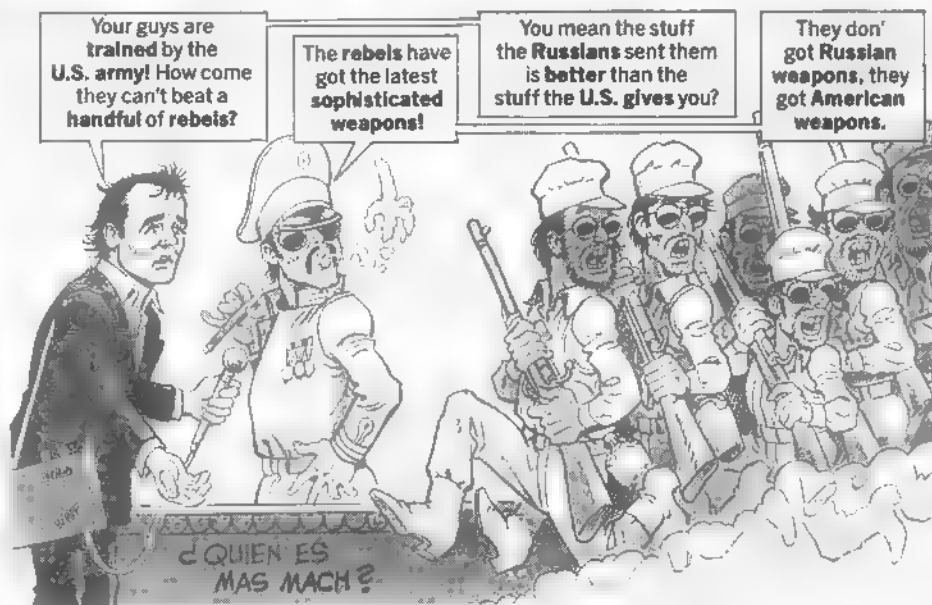
BANANA REPUBLIC P.DICTATOR OF THE YEAR

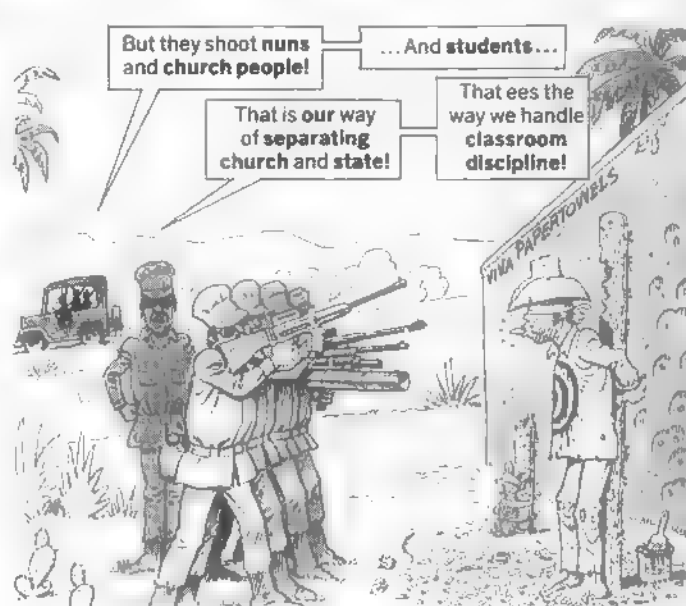
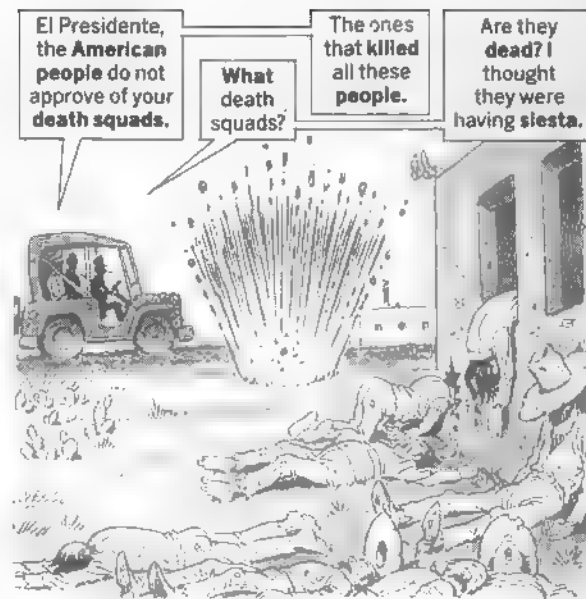
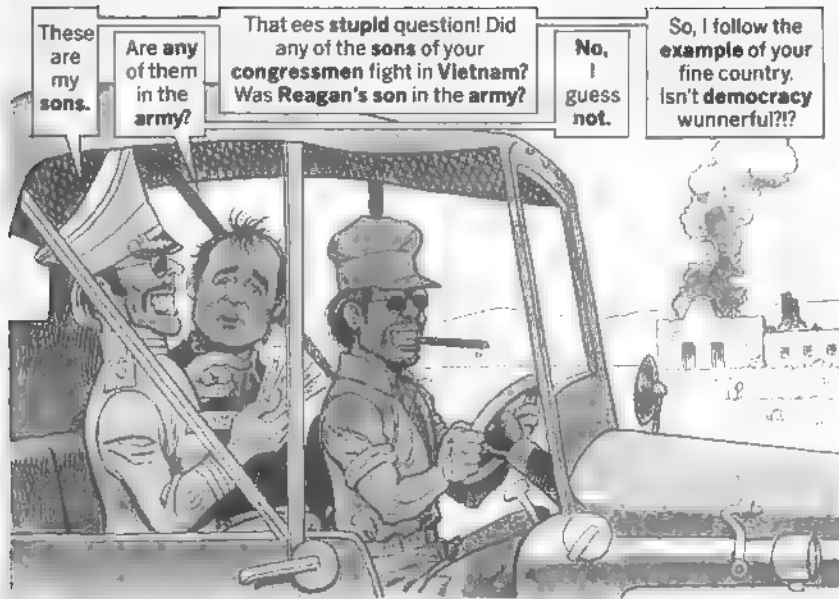


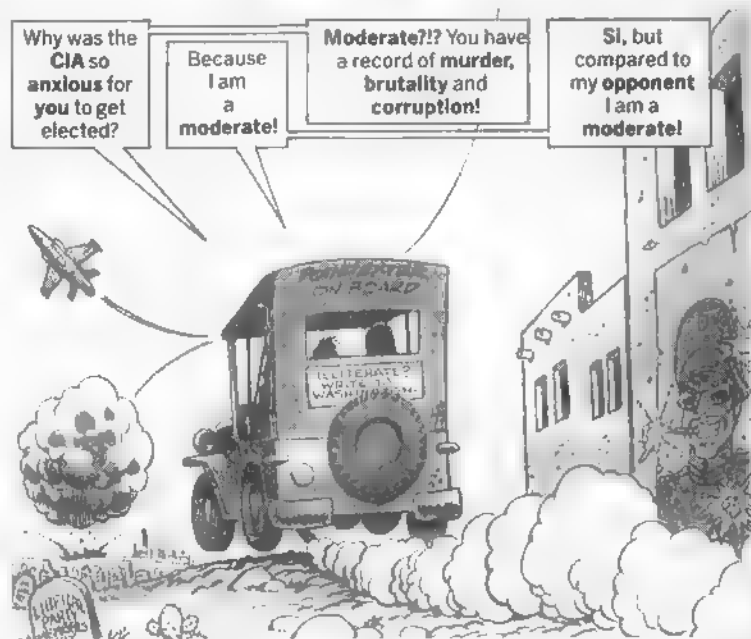
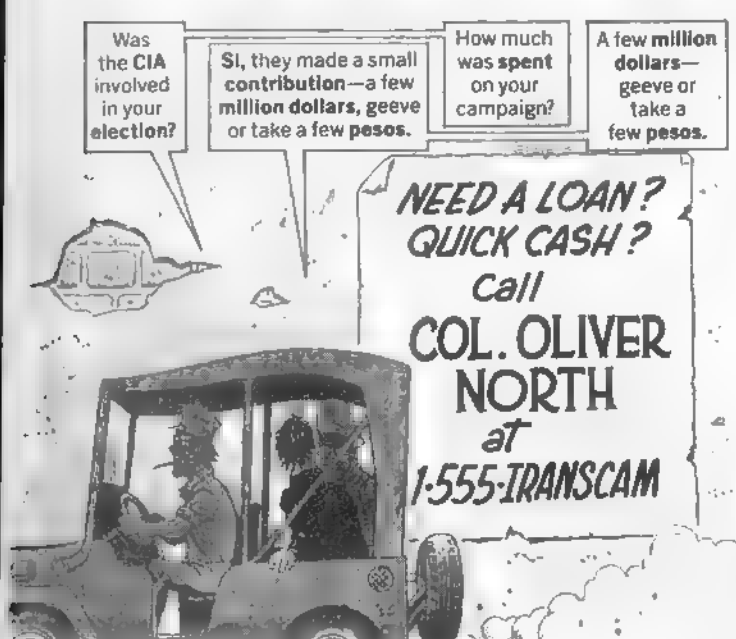
ARTISTS: WILL ELDER AND HARVEY KURTZMAN

WRITER: LOU SILVERSTONE

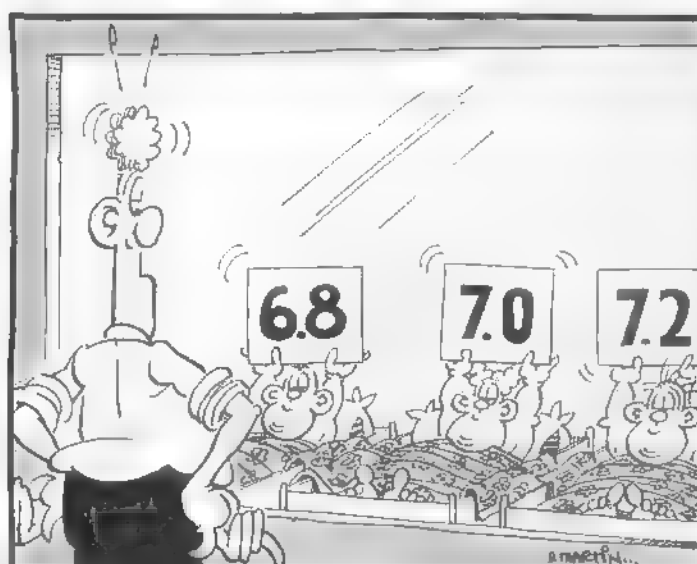
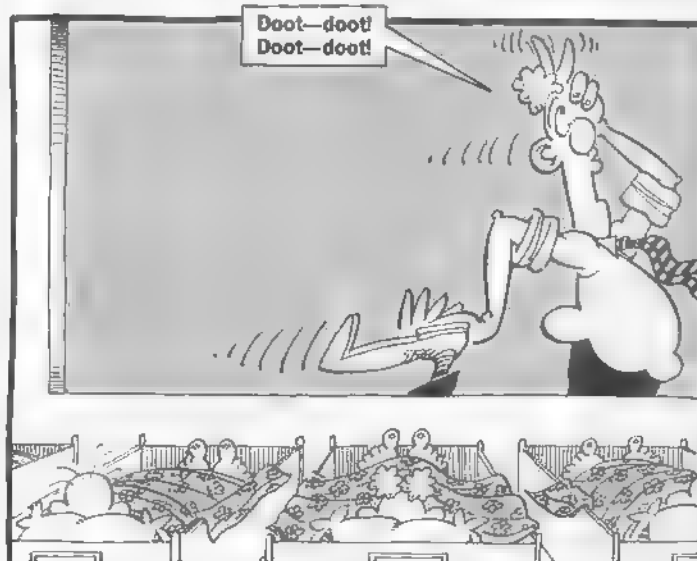
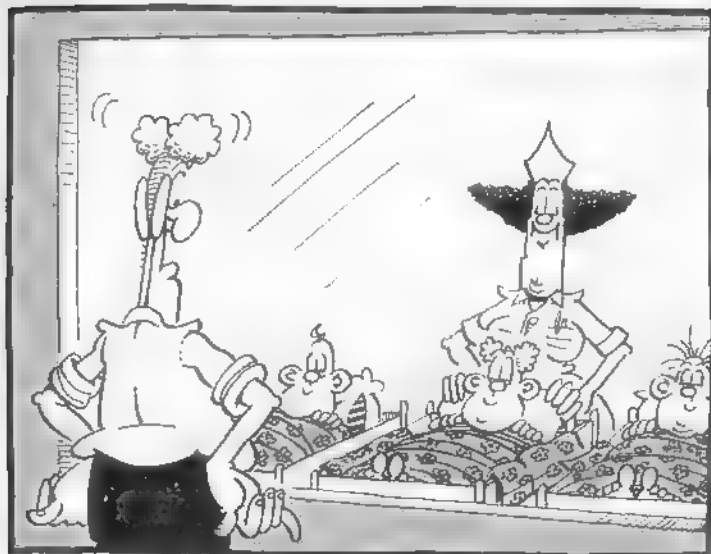




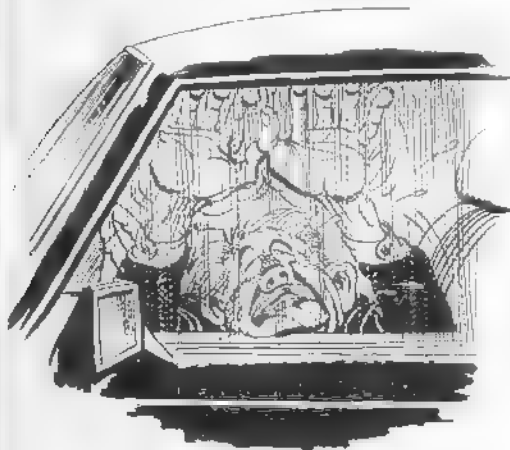




ONE FINE MORNING IN THE MATERNITY WARD



...a set of electrically powered car windows and door locks that doom you to a slow death if the battery ever fails while you're trapped inside.



...agriculture developed to the point where it can produce three crops of honeydew melons every summer—all of which are completely tasteless.

...a phone machine with enough tape to answer your phone for a month, causing your mother to be charged for dozens of toll calls without talking to you.



TECH—NO-LOGIC DEPT.

"State Of The Art" is one of those phrases advertisers like to label any new product. It sounds impressive, but what does it *really* mean? Not much! See what we mean as we examine just what...

STATE OF

ARTIST: GEORGE WOODBRIDGE



...a computerized auto ignition system that can only be repaired by a mechanic with a Ph.D. from a Japanese University.

...a portable cassette player with earphones designed so expertly that all other sounds are blocked out.



...an emergency spare tire that takes up 20% less space in the trunk, and takes you 99% fewer miles on the road.



...a lawn sprinkler system that turns on automatically at the same time each day—and soaks any poor wretch who is unlucky enough to be passing your yard.



...a diesel car that can travel 550 miles on a single tank—which is almost far enough to get you to the next station that sells diesel fuel.



...an amazing liquid vitamin that enables you to grow tomatoes twelve inches in diameter—and creates mutant worms twelve feet long to eat them.

THE ART IS...

WRITER: TOM KOCH



...a smog control device that reduces air pollution by fouling up car engines so much they won't run at all.

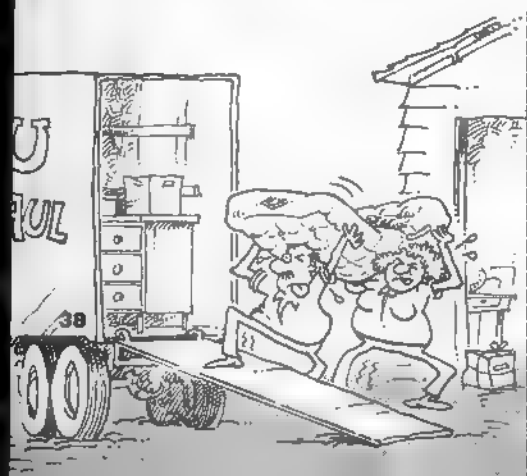
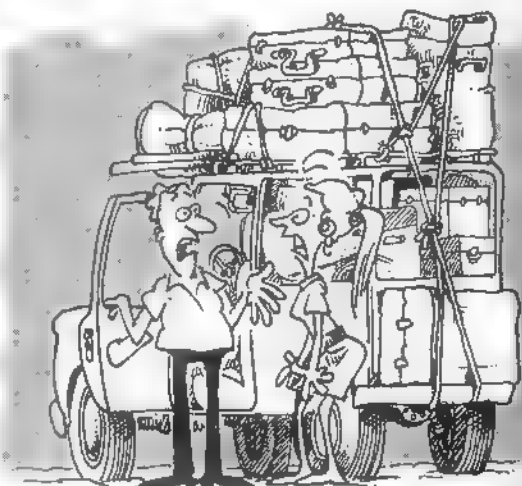
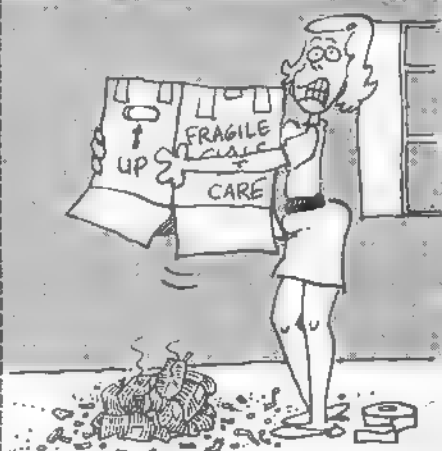


...a word processor that allows you to fix mistakes without retyping the whole page—assuming you can read and understand the whole instruction manual that tells you how to do it.

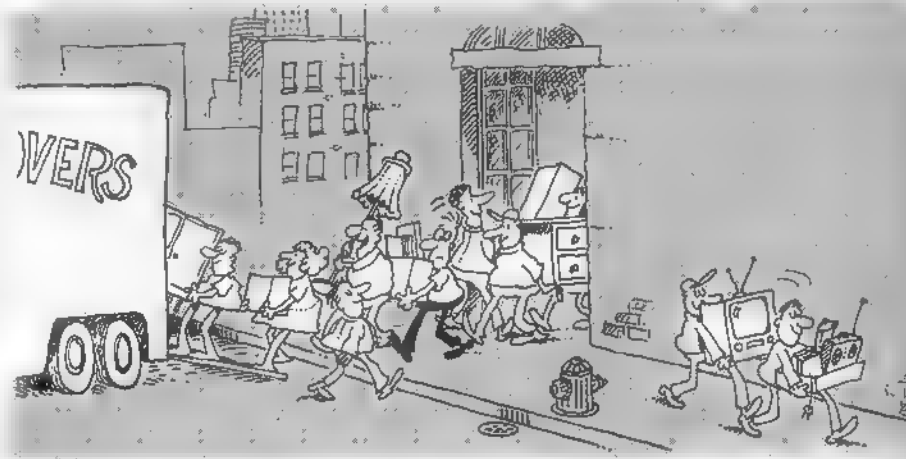
...a garage door that can be opened with a remote control device—except when you leave it inside the glove compartment, which is inside the car, which is inside the locked garage.



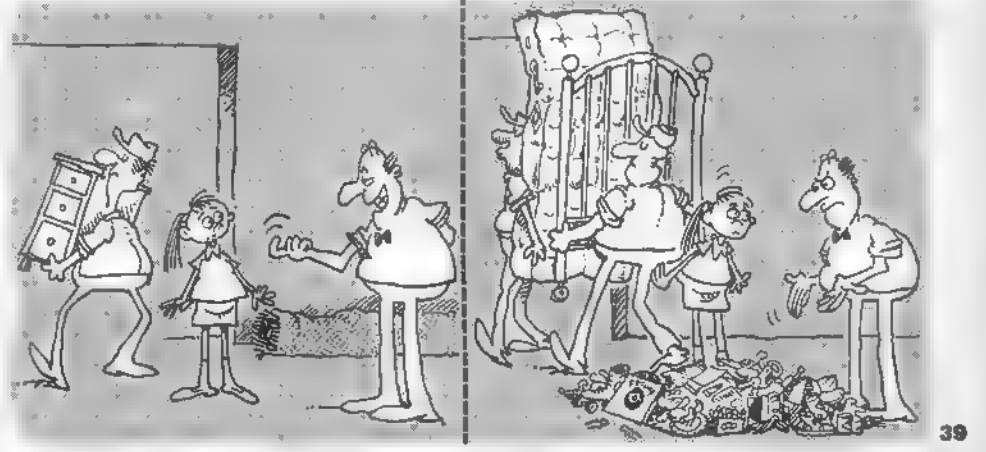
A MAD LOOK AT



MOVING



ARTIST AND WRITER: SERGIO ARAGONES



IMMIGRATING ON OUR NERVES DEPT.

A recent study has indicated that only one in twenty-three people actually read a Mad article's introduction. So, if you are reading this introduction right now, you're only one in twenty-three! But don't feel bad—the same study determined that two out of three Mad readers have watched the TV show the following satire is based on more than once! We find that news...

PERFECTLY

I'm **Bulki Barfonomus!** I really love Amerika, the land of opportunity! Only in Amerika can someone do what I did—take a **two-minute bit part** in a movie like "**Beverly Hills Cop**" and parlay it into **my own TV show** on the strength of my "**acting skills**"!

And I'm **Leery**, **Bulki's distant cousin!** Unfortunately I wasn't **distant enough**—**Bulki found me!**

I'm **Mr. Twinkiesetter!** I own this **second-hand store** in this **second-hand building!** The only thing I don't own is this **character** I play! That's **second-hand**, too, **stolen** from the role of the mean, rotten boss Louie on "**Taxi**," remember?

Bulki certainly **didn't forget**—he stole the **Latki character's "foreign act"** from the same show!

Not to mention the "**alien in a strange land**" bit from "**Mork and Mindy**"...



Strange

ARTIST: ANGELO TORRES

WRITER: DICK DEBARTOLO



That's other thing I like about this country, Cousin Leery—you can speak up to the man who is boss and get him to treat you better!

When someone says "You have a split pea brain," it's not better than saying "You have a pea brain!"

Of course is better! Since the American people are told when to laugh by canned laugh track, we get two laughs for same unfunny line!

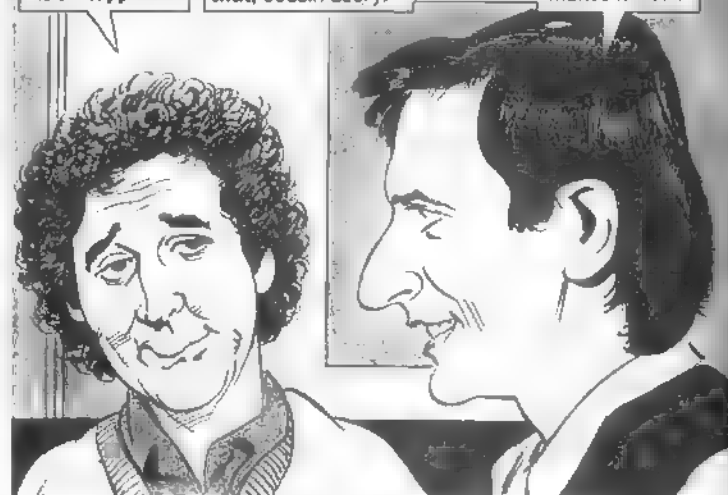
Hey! That's right! Bulki, you sure learn fast!

Now all we need to complete the formula is a "topper"!

Here is topper—"Wow, I didn't know that, cousin Leery!"

That's the topper?

Yes! It's my adorable accent that makes it work!



It's quitting time! You two can go home now!

Is only ten after nine! We have just open store, Mr. Twinkiesetter!

Ten minutes of that adorable accent is enough for me! Take the rest of the day off!

This is great! Now we've got time to go to the supermarket!

Oh boy! This first time I shop in big city supermarket! Which one we go to, Cousin Leery?

For you two? Where else but the A ■ Pea-brain!

Hey! Mr. Twinkiesetter come up with "topper" topper!



Isn't that precious—the two of you are going shopping! I can just imagine what else you "boys" do together in the privacy of your own home!

Hold it! We're just roommates! Believe me, there's no funny business going on there!

Oh, I believe you! After hearing these "witty exchanges," there's no funny business going on here, either!

Wow! Behold such a super supermarket! They even have place for husband and wife to have their baby!

What? Where do you see that?

Over there! See sign? Clearly says "Produce Section"!





Produce Section?! Bulki, even for you that's a stretch!

Even for a stranger from a foreign place?

That's a stretch even for an alien from the moon! Even for a comic from Atlantis! Even for a...

I get the point, Cousin Leery, I get the point!



This is most incredible place I have ever seen! Look, rows and rows of canned food!

Didn't they have canned food where you come from?

Unfortunately, no! There everything is tree- and vine-ripened! Then they pick and ship to market fresh! But canned food—this is progress!



More wow! Look—minute rice, minute steak, instant coffee! Today is there not anything people don't do fast?

Yeah—turn off TV sets when shows are bad!

Whoa boy! Are we lucky for that!



Even more wow! Such bargains! Look! On TV commercial I see "Joy" for \$100 an ounce! Here is for \$1.29 a quart!

No, Bulki, the "Joy" you saw was perfume! This is liquid detergent!

In my land, women and sheep smell the same! Even this detergent is step in right direction!



Fresh bagels! I can't believe it! Fresh bagels! Two questions, Cousin Leery—why are bagels not canned like everything else? Second question—what are bagels?

C'mon, Bulki, you know what bagels are! We eat them every morning for breakfast!

Of course I know what bagels are, but now is good time to do my "get crazy excited and then pretend I don't know what I'm talking about" bit! Is all part of our success formula!



I have choose breakfast cereal for us!

Which one did you pick? "Fruit Loops"!

Put it back! I don't want to go through another "cozy roommate" routine with the guy at the check-out counter!

But Cousin Leery, you said when we get strange looks, just say we're "kissing cousins"!

I said, "distant cousins," Bullki, not "kissing cousins"!

What's difference?

"Distant cousins" can stay on the network, "kissing cousins" have to move to cable TV! This country isn't ready for a real prime time "odd couple"!

Bullki, do I see birdseed and dog food in this bag?

Most definitely and yes! Did you not say we're going to invite some "chicks" over for dinner and you were so desperate you wouldn't even care if "dogs" showed up?

Do you want to look in the other bag and do some more jokes?

No, I caught a glimpse of toilet tissue and a tube of Preparation "H" in there, so let's just go home!



Okay, Bullki, you clean the living room while I make us dinner!

Please let me cook dinner all by my own self! It's been a lifelong dream!

Your lifelong dream has been to cook dinner?

What can I say? On other episodes, my lifelong dream has been to drive, to play baseball, to have date with a girl—good stuff! Now we're getting down to the dregs!

Yeah, I guess we are running out of the deep, powerful plots! We should have quit when we were ahead—with the pilot episode!

I hear that next week my lifelong desire is going to be to wear sneakers!

Oh, God! Your accent is going to have to get even more sickeningly adorable to get us through that one!



I give up, Bullki—what is this stuff?

Corn-stuffed pork, corn fritters, corn pot pie, and corn pudding!

I thought you were making a "traditional dinner from your homeland"!

This is it, Cousin Leery! My "homeland" is Kansas!



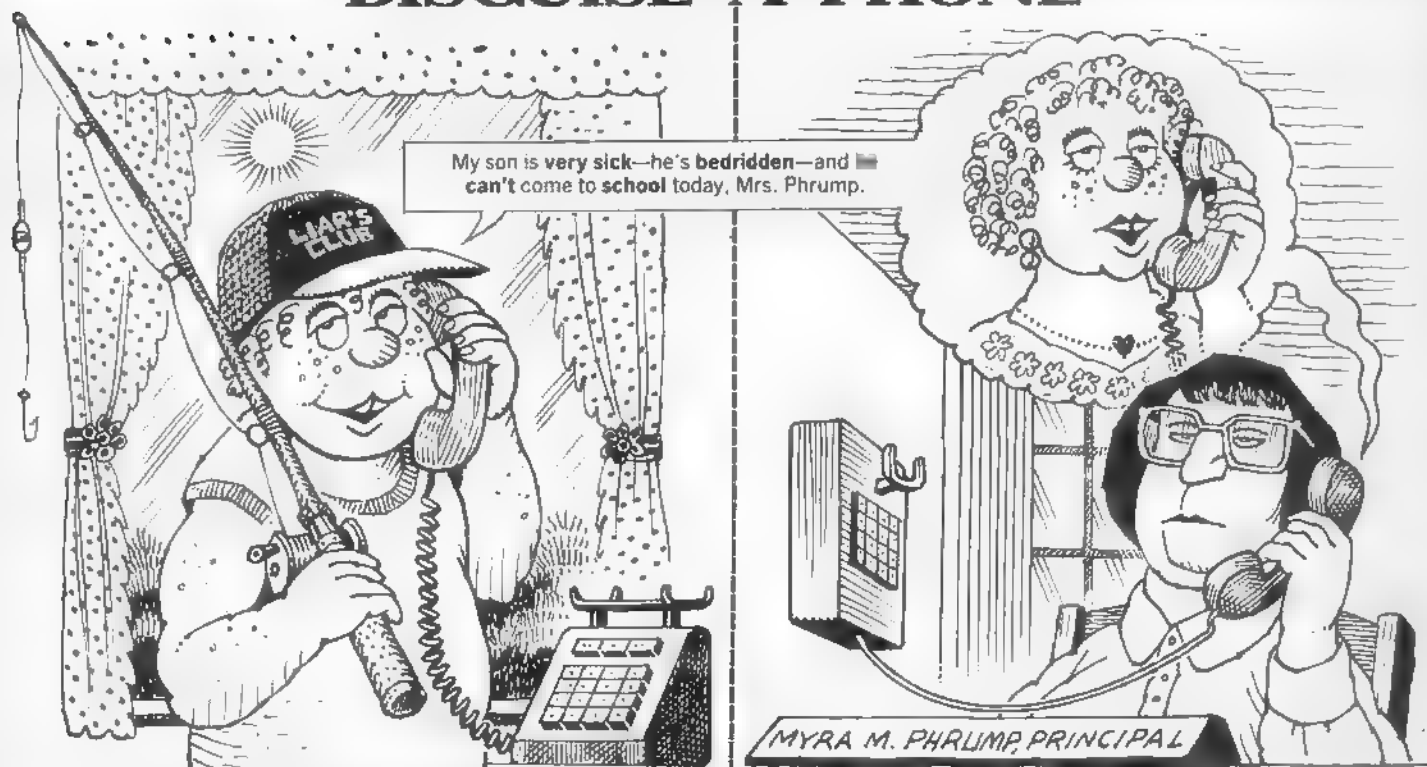
Used to be, only the phone company was in the phone business. But that made too much sense! So the government opened the field to anyone who could make the sound of a dial tone! The hot competition led to new services, like "memory dialing" and "call forwarding." We at MAD bet things will get even more advanced—or, as we like to say, "They have the technology; they can make it better!" Or can they?? Judge for yourself as you take a look at some of the

FUTURE PHONE GIMMICKS WE EXPECT TO SEE

ARTIST: AL JAFFEE

WRITERS: DICK DEBARTOLO AND AL JAFFEE

DISGUISE-A-PHONE



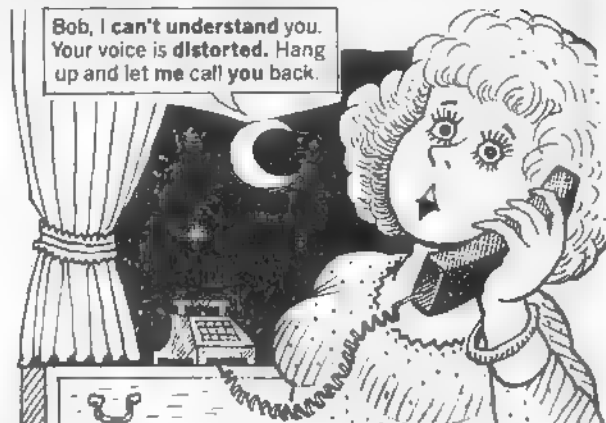
One press of a button instantly changes your voice into someone else's. Special fine tuning lets you re-create any voice perfectly. This device is invaluable for making authentic-sounding excuses in business, school and personal relationships.

DISTORTION-PHONE

If all your old friends live out of town, you probably spend hours and hours on the telephone. But you probably hate outrageous phone bills! Get Distortion-Phone!



Call your friend long distance and switch on Distortion-Phone. Speak normally. Its special circuits make your voice almost unintelligible.

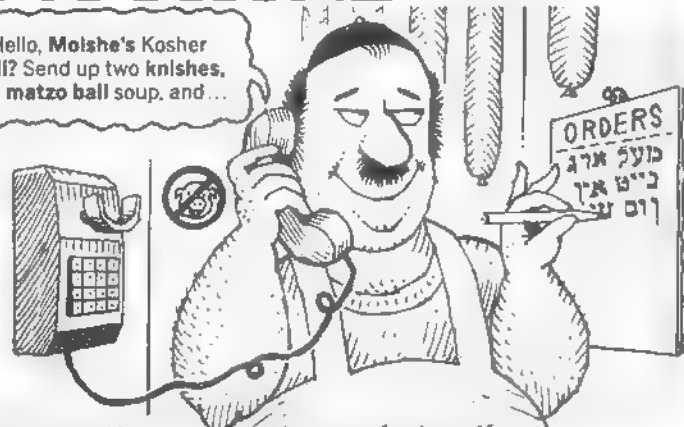


That's all there is to it! Sit back and relax. Your friend calls you back, and you only pay for the 20-second initial call!

TRANSLATE-A-PHONE



Hello, Moishe's Kosher Deli? Send up two knishes, one matzo ball soup, and...



With so many foreigners in the U.S., phone conversations are getting confusing, if not impossible! This little invention makes crazy vowels fun. It translates any language from speaker to receiver, and vice versa, faster than you can say, "Tomber my pantalon!"

PROXY-PHONE

Hi! This is Peggy in L.A.! Actually, it's just a recording—I'm sound asleep! Wow! It must be 3AM there in New York!



Get to bed before 11PM and still save on long distance. Proxy Phone will place the call for you after rates go down. Just pre-record your message and program the number you want called. Great for beating the difference in time zones!

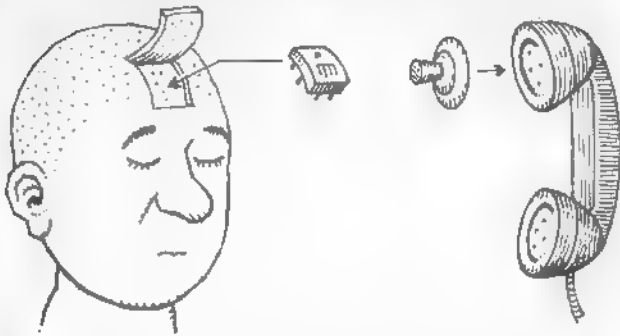
METER-PHONE

The donkey ran out when the cops arrived—can you believe it? Jim was still unconscious and he was sitting on my—*CLICK!



Time is money! Keep track of every last penny with Meter-Phone. It tells you second by second how much you're spending. End mindless chatter. Set the alarm at a certain amount, for example, and cut your sister off at \$2.00!

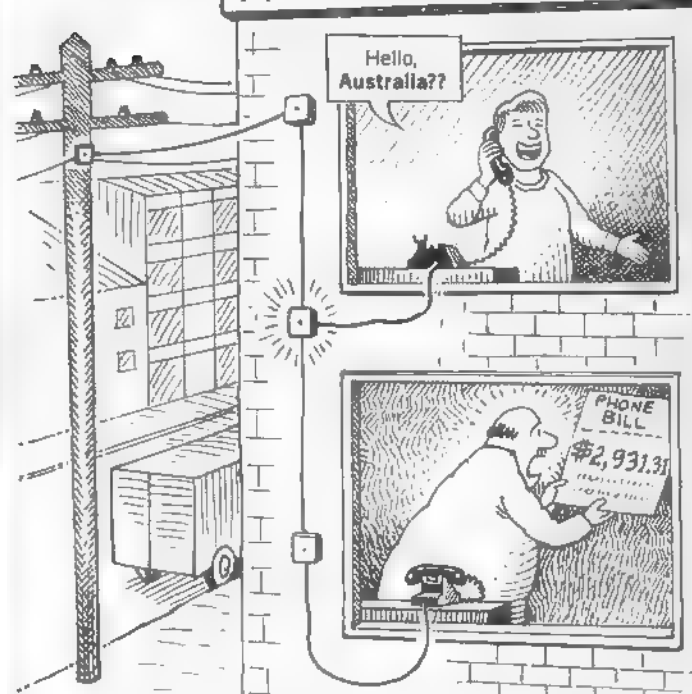
THINK-PHONE



Enjoy total privacy during calls. A surgical technique, similar to the one used for pacemakers, implants a tiny Think-Phone receiver/transmitter in the skull. Calls are made over thought waves. A must for spies, obscene phone callers and slobs who talk with their mouths full!



TAP-A-PHONE



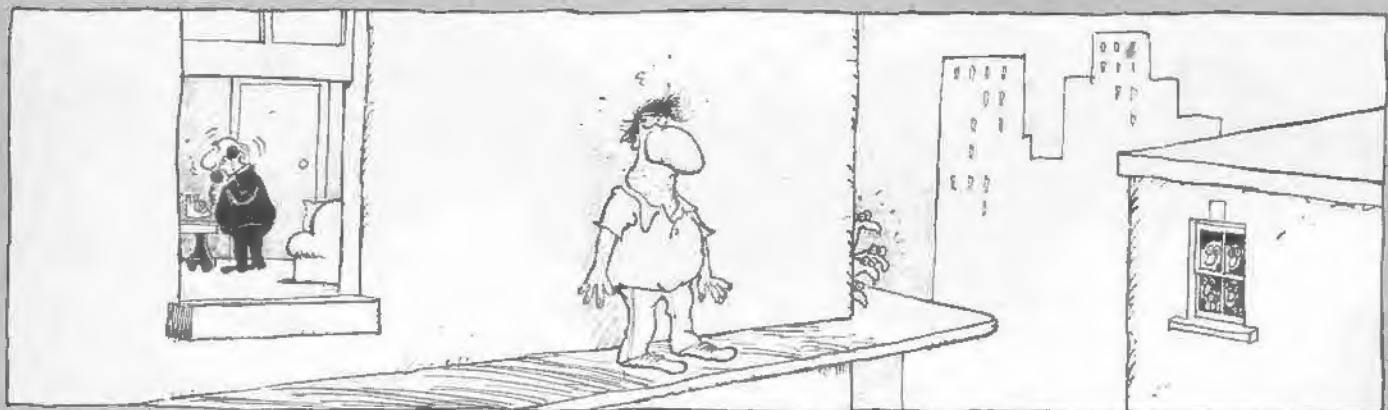
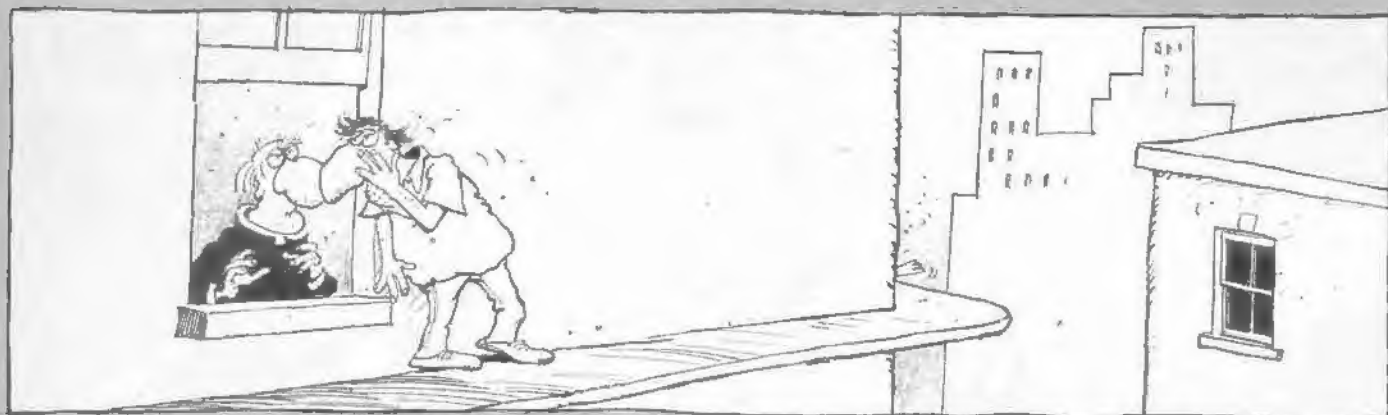
This money-saving device looks exactly like a piece of phone company equipment—but it's really a remote receiver. When it's clamped on someone else's line, you can make as many calls as you like, and the charges go to the tapped party!!

DESTRUCT-A-PHONE



This handy attachment should cure certain phone abuses that have become all too common. Its special circuitry activates the moment a caller is put on "hold." If five minutes pass and the caller is still waiting, a severe electrical charge surges through the phone lines, shattering the telephone of the schmuck who put you on "hold." (The Deluxe model can be set to explode at the first sound of Muzak.)

LIVING ON THE EDGE



Mad's Realistic State Lottery

SCRATCH-OFF GAMES

New York Lottery
Sidewalks of New York



3 CLEAN SHOES WINS \$10,000!



IOWA
 STATE LOTTERY



SAVE the FARM!
 Rub Off Any Two Bankers
 Without Foreclosure
 Papers and Win
\$10,000,000!!



WASHINGTON D.C.'s
BUST THE BUDGET
 LOTTERY

Spend Less Than \$1,000,000
 and Win That Amount!



California LOTTERY

MUDSLIDES,
 EARTHQUAKES,
 BRUSHFIRES
 'N
 FLOODS

Save Three Homes
 and Win
\$50,000!



TEXAS
 College Football
 Bowl Bid Game



Scratch Off Two
 Student-Athletes
 Who Remain
 Eligible to Play
 After Mid-Term Results and Win **\$50,000!**

FLORIDA
 STATE
 LOTTERY

"OPEN
 COASTLINE"
 GAME

One Legal Vessel
 Wins \$10,000!
 One Coast Guard Cutter Wins **\$1,000,000!**



Mad's Realistic State Lottery

SCRATCH-OFF GAMES

New York Lottery


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IOWA

STATE LOTTERY



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\$10,000,000!!


Defense Fraud \$100,000,000	Congressional Perks \$79,000,000	A Dozen Screwdrivers \$50,000,000
Two Ashtrays \$25,500,000	Contract Kickbacks \$100,000,000,000	One Coffee Maker \$2,000,000

WASHINGTON D.C.'s

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TEXAS

College Football
Bowl Bid Game



Scratch Off Two
Student-Athletes
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STATE LOTTERY

"OPEN COASTLINE"
GAME



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WHAT'S THE
HOTTEST
NUMBER
IN
MERCHANDISING
TODAY?

HERE WE GO WITH ANOTHER RIDICULOUS MAD FOLD-IN

Selling is the name of the game today.
To find out what the Hottest Number
in this area is, fold in page as shown.



FOLD PAGE OVER LINE THIS!

A▶

FOLD THIS SECTION OVER

◀B FOLD BACK SO "A" MEETS "B"

CRAZY ALFIE



DISPLAYING EVERY CONSUMER ITEM IS IMPRACTICAL
—AS SEEN HERE IN THIS PACKED STORE. IT IS IM-
PORTANT FOR BUYERS TO SHOP WITH CARE IF THEY CAN!

A▶

◀B